



## Saint Thomas More Catholic Primary School

### Web Policy

<b>Consulted with staff</b>	Not applicable
<b>Agreed by governor committee</b>	Not applicable
<b>Agreed by Chair's Action</b>	6 <sup>th</sup> December 2017
<b>Ratified by full governing body</b>	
<b>Date for review</b>	November 2019
<b>Signature of Chair of Governors</b>	
<b>Signature of Headteacher</b>	



## **Section 1 – Website**

### **1. Introduction**

The 'St Thomas More Catholic Primary School' website (known as the website from here-on) is run by the school. It is managed by the Head Teacher and School Business Manager and falls under the responsibility of the Governor's Achievements and Standards Committee.

The website has the following aims:

- To promote the school
- To provide information to prospective parents and staff, and the wider community.
- To act at a communication channel between teachers, parents, pupil and school management.
- To improve pupil learning.
- To raise standards in teaching and learning.

### **2. Website Privacy**

2.1. The school is committed to safeguarding the privacy of website visitors – this section sets out how we treat your personal information.

2.2. We may collect, store and use the following kinds of personal data:

- Information about visits to, and use of, this website.
- Information about any transactions carried out between you and us on (or in relation to) the website.
- Information that you provide to us for the purpose of leaving website comments, and/or subscribing to the website, and/or e-mail notifications.

### **3. Website Structure**

3.1. There are two main sections to the website:

- The front-end published site, which is available to anyone in the world with internet access.
- The private, editing site, which is available only to authorised members of the school community and is controlled by username and password.

3.2. User accounts are only created with the approval of the Head Teacher. An up to date list of current users is held by the Head Teacher and Business Manager.

### **4. Safeguarding**

4.1. The safety of children and other users who appear or are referred to on the website is of paramount importance. The school will ensure that no pupil can be identified or contacted wither via, or as a result of using, the school website.

4.2. The school operates the following policy on its website regarding the use of photographs, to ensure the privacy and safety of pupils at the school:

- Where pupils are named, only their first names are given.
- Where a pupil is named, no photograph of that pupil is displayed.
- Where a photograph is used which shows a pupil, no name is displayed.

By observing these points, the school ensures that visitors to the website cannot link images of pupils to names of pupils.

4.3. At the start of each academic year parents are asked to fill in a permission form for the school to use their child's photograph on school publicity materials which includes the school website page.

4.4. Any text written by pupils will be reviewed before inclusion on the website to ensure that no personal details are accidentally included that could lead to the identification of the pupil.

## **5. Content**

5.1. Links to external websites will be checked thoroughly before inclusion on the school website. The sites will be checked for the suitability of their content for their intended audience.

5.2. An editor will check material before it is uploaded or published to ensure that it is suitable and complies with copyright laws (as far as is possible).

5.3. Any persons named on the website can ask for their details to be removed.

5.4. The web pages will be regularly reviewed for accuracy and will be updated as required. It will be the responsibility of an administrator to ensure that this happens.

5.5. Where the website contains links to other websites, we are not responsible for the privacy policy of those websites.

## **Section 2 - Facebook**

### **1. Introduction**

The 'St Thomas More Catholic Primary School' Facebook page (known as the page from here-on) is run by the school. It is managed by the Senior Leadership Team (known as the SLT from here-on) and falls under the responsibility of the Governor's Achievements and Standards Committee. The page is designed to:

- Inform, engage and communicate with parents, carers and other interested parties.
- Recognise, celebrate and promote the work of the school and its students.
- Communicate and reinforce school policies and good practice.

Postings will include updates on everyday school life, activities, clubs, events, useful information and websites, advice, suggestions, songs, books and photos of activities.

### **2. Posts and Comments**

2.1. The SLT will decide on and authorise administrators that will be responsible for updating the page on a regular basis. The administrators will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the school vision statement at all times.

2.2. All parents and carers are also welcome to like and share postings.

2.3. If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on the Facebook page and encourage them to speak directly to the Head Teacher / Class teacher.

2.4. Under no circumstances should any child/children be named or described on the page. This is due to data protection and the legal responsibility we have to keep the children safe.

### **3. Photographs and videos**

3.1. At the start of each academic year parents are asked to fill in a permission form for the school to use their child's photograph on school publicity materials which includes the school Facebook page.

3.2. Only authorised administrators have permission to upload photographs and videos on to the page. This is because they are aware of the parental permissions held by the school.

3.3. No-one else is permitted to post any photographs or videos on to the page. The setting allowing people to post or tag photos will be turned off.

3.4. No children will be tagged or named in relation to a photo directly on the page. However, there may be links to the school website or to third party articles (e.g. Coventry Telegraph) where children may be photographed and named.

### **4. Site moderation**

4.1 The page will be moderated daily by administrators that are authorised by the Head Teacher.

4.2 All visitors to the page are asked to inform the Head Teacher of any inappropriate comments, behaviour or concerns they have relating to the page.

4.3 The page profanity filter will be set to 'strong'.

4.4 We encourage parents and carers to regularly visit the page and share school posts. The Facebook private message facility will be turned off. Any communication with the school should still be made through the official channels (e.g. school e-mail accounts / telephone).

### **5. Misuse**

5.1. In the event that an inappropriate or offensive comment is made it will be recorded by an administrator (screen shot) and brought to the urgent attention of the Head Teacher. The Head Teacher will speak to the individual(s) involved and explain the purpose and ethos of the page, and why their comment / behaviour is inappropriate or offensive. We will ask the individual to remove the posting. Ultimately, the SLT reserves the right to remove any comments that are deemed inappropriate.

5.2. In the event that a child is described or named (whether in the main post or within comments), it will be recorded by an administrator (screen shot), immediately deleted and brought to the urgent attention of the Head Teacher.

5.3. In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Head Teacher will respond accordingly. The response will depend on the content of the post but may include contacting the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies.

5.4. If any individual repeatedly makes inappropriate comments (two times or more), the SLT has the discretion to ban the offending individual from the page and (where appropriate) report the offender to relevant external bodies.

## **6. Restrictions**

6.1. The page is designed as a communication tool to engage with parents and carers. It is therefore restricted to people over 18 years of age.

6.2. Where a parent is under 18 years old, permission will be granted at the discretion of the Head Teacher.

6.3. The Head Teacher also has the discretion to remove or ban any followers that are known to be under 18 years old.

## **Section 3 – Twitter**

### **1. Introduction**

1.1. The aim of this section of the policy is to clarify acceptable use of the St Thomas More Catholic Primary School Twitter account (@STMschCoventry) – known as the account from here-on - for staff, pupils and parents / carers, including the benefits that will arise from its proper use.

1.2. It is managed by the Senior Leadership Team (known as the SLT from here-on) and falls under the responsibility of the Governor's Achievements and Standards Committee.

### **2. Aims of Using Twitter**

2.1. The account will only be used and followed principally by staff, parents and other professionals in order to advertise the excellent work by staff, pupils and parents and to celebrate the success and achievements of the children. Whilst using Twitter, all staff will demonstrate safe and responsible use of social media.

2.2. The aim of the account is to run alongside more traditional methods of communication, such as parent letters, and not to replace them.

### **3. Twitter Posts and Usage**

3.1. The SLT will decide on and authorise administrators that will be responsible for updating the account on a regular basis. The administrators will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the school vision statement at all times.

3.2. The uploading of content will be delegated to various members of staff who will be responsible for password protection.

3.3. No private messages will be sent using the account and it will not be used as a method of communication with individual parents, however important announcements and notices could be sent as part of general communication to parents. Similarly, it will also contain information detailing special events in school.

### **4. Twitter Followers**

4.1. The account is open to all followers. A regular check will take place to review recent followers and we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/or others.

4.2. Parents are encouraged to follow the official school account to receive information that the school is posting on Twitter.

4.3. In order to protect the school account from inappropriate content being distributed into our news feed, the account will not actively seek to follow other users. However, exceptions may be made when following an @ handle has clear benefits to the school (e.g. an educational account). These will be decided on a case-by-case basis at the discretion of the user.

### **5. Safeguarding Pupils**

5.1. At the start of each academic year parents are asked to fill in a permission form for the school to use their child's photograph on school publicity materials which includes the school Twitter page.

5.2. Only authorised administrators have permission to upload photographs and videos on to the page. This is because they are aware of the parental permissions held by the school.

5.3. The school may share photos of work, learning or special achievements, for example of a child creating a piece of artwork or a child receiving a certificate. Children without permission to have photographs shared in the media will have their faces blurred to ensure anonymity if they feature in a group shot.

5.4. No children will be tagged or named in relation to a photo directly on the page. However, there may be links to the school website or to third party articles (e.g. Coventry Telegraph) where children may be photographed and named.

## **6. Inappropriate Content and Referencing**

6.1. St Thomas More Catholic Primary School welcomes any referencing, mentions or interactions that posit the school in a positive light only. There the school deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, it's staff, parents, governors or others affiliated with the school.
- Unsuitable content or images posted into it's feed.
- Images or text that infringe upon copyright.
- Comments that aim to undermine the school, it's staff, parents, governors or others affiliated with the school.
- Extremist views or radical views or opinions as in line with the prevent duty.

6.2. Any inappropriate content will be deleted and its users will be removed, blocked and – depending on the nature of the comment – reported to Twitter. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.