



MERRYLANDS
PRIMARY SCHOOL AND NURSERY

Social Media Policy

September 2021

1. [Introduction](#)

At Merrylands Primary School and Nursery, we use social media to engage with current and prospective parents/carers as well as the wider community. By doing so, we believe this can help the communication process and can also help to identify and celebrate the pupil's and school's achievements.

Through this policy, we aim to respect young people's, parents'/carers' and staff members' right of privacy. This policy takes account of data protection, child protection and safeguarding issues.

2. [Social Media Content](#)

Information that is shared includes and is not limited to:

- Alerts about changes
- Celebratory messages
- Details for upcoming events
- Fundraising events
- Help and guidance for parents/carers
- Links to relevant external websites
- Reminders
- Seasonal messages/greetings
- Surveys/polls

3. [Guidelines](#)

Clear guidelines are set so that visitors to the 'Facebook Group' understand what posts will and won't be allowed. The guidelines are as follows:

Comments must be respectful - Please use appropriate language - no profanities. Please do not respond to any inappropriate comments. Report any comments you feel are unacceptable.

Respect people's privacy & safeguard pupils/staff - Please do not name or share photos of children (including your own) or staff members.

Follow the school's complaints policy - Formal complaints about the school should follow the complaints policy which can be located on the school website.

Questions to be directed to your child's teacher - If you have any questions or queries, please contact your child's teacher in the first instance or you can contact the school office.

You will be removed if you do not follow the rules - Failure to follow the rules or behaving in a way that is deemed dangerous/inappropriate will result in users being removed. Before anyone is removed, every reasonable effort will be made to address their concerns or behaviour. If users are removed, it will be made clear as to the reasons why and how they can raise any complaints by following the complaints policy.

4. [Day-to-day Management](#)

Only members of the senior leadership team will manage the page. This includes uploading new content and approving any posts from visitors.

In order to manage the page:

- Commenting will be turned off when comments are not required or when it is not possible for comments to be monitored
- Any 'edits' will need to be approved first
- Only the admin is able to post content

5. Data Protection

Names of children will not be used. Any photographs used will not display any identifiable children without written parental consent. (See 'Safe Use of Images and Personal Information Policy' for further information).

Staff are advised to not to be affiliated with the Facebook Group due to a conflict of interest.

6. Equality, Diversity and Inclusion

At Merrylands Primary School and Nursery, we aim to ensure that no member of the school community experiences harassment, less favourable treatment or discrimination within the learning environment because of their age; any disability they have; their ethnicity; colour or national origin; their gender; their religion or beliefs. We value diversity of individuals within our school and do not discriminate against anyone because of their differences. We believe that all children matter and we value their families too. We give our children every opportunity to achieve their best by taking account of our children's range of life experiences when devising and implementing school policies and procedures.