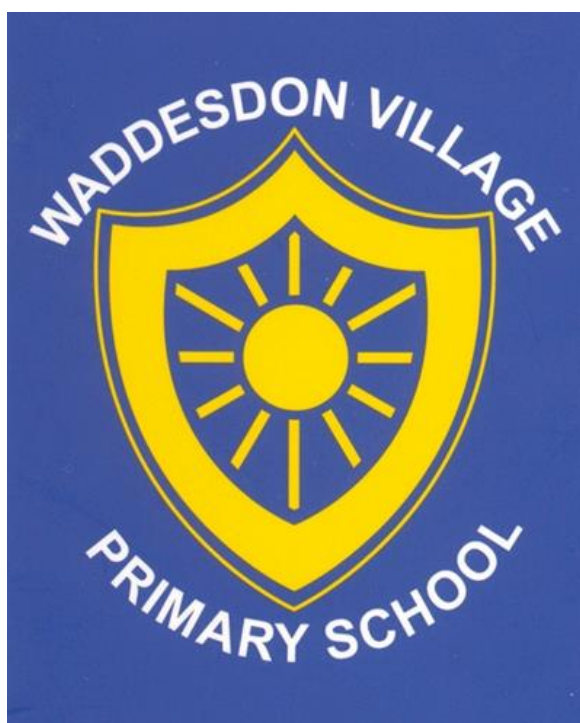


Social Media Policy

Waddesdon Village Primary School – a *Pathway to Excellence*



Approved by: Laura Forchione

Date: June 2025

Last reviewed on: June 2025

**Next review due
by:** June 2028

The rationale of this policy is to explain acceptable use of Twitter relating to the Waddesdon Village Primary School account known as @WaddPrim for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Waddesdon Village Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls.

Twitter is the only social media platform used by the school.

What is Twitter?

Twitter is used primarily as a method of communication made up of 140 characters called a 'Tweet'. Tweets tend to reference people, places, and/or activities to which the said referee can respond. Tweeters either directly reference another person or broadcast information to which others can reply and respond. Twitter users are able to follow or be followed. To follow somebody/thing ensures that all of their activity and comments appear in the followers' news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. Users can also private message each other when they don't want conversations to appear.

@WaddPrim will not enter into private discussions with others.

Posts tweeted by @WaddPrim will not reference pupils' names.

What is the primary purpose of @WaddPrim?

@WaddPrim will be used principally to be followed by staff, parents and other professionals in order to share the excellent work by staff, children, parents and governors. It will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like Parentmail, and not to replace it.

When using images of pupils or groups of pupils, no names will be included. Photos of children, for whom we have no consent, will not be used on Twitter. In the rare instance where a photo is taken of a large group or whole school and this photo contains a child for whom we have no consent, their face will be covered to ensure they are not identifiable.

Parents will be given the chance to 'opt in' each school year by completing the appropriate Parentmail form handed out once every 2 years or on arrival in-year should a child be admitted during term time.

Guidance for posting tweets:

Where possible photos should be group shots, pupil names will not be included in any posts.

Members of the teaching team have the rights to Tweet. All class teachers must follow the consent list when using photos on Twitter to ensure that preferences are respected.

All posts will be tweeted with the restriction 'Only people you mention can reply'. Staff will not become involved in any private discussion with other posters via direct mail facilities on Twitter.

Who controls content for @WaddPrim?

The uploading of content for @WaddPrim will be controlled by members of the Senior Leadership Team (SLT). They will be responsible for the content displayed on the school account along with class teachers.

Who can follow @WaddPrim?

Anyone is able to follow @WaddPrim so long as they understand it is a 'good news and information sharing' tool.

Followers of @WaddPrim may be blocked should school checks reveal any concerns of a safeguarding nature. Concerns could be:

- The quality of the biography of each individual as read in the bio section of their Twitter account
- The images on view in the potential followers Twitter account
- Language used in Tweets on an account
- The school reserve the right to block an account for any other reason deemed appropriate in order to safeguard pupils, all other stakeholders and the school

In most cases, one or more of the above will be enough to block an account. In the unlikely event that a parent, or other suitable follower is incorrectly blocked, the SLT will hear each individual on a case-by-case basis. These hearings will usually involve the prospective follower making themselves known in person to the above named persons, with their Twitter details.

Checking of the school Twitter account and followers

To support safeguarding procedures, the school Twitter account followers will be checked weekly by a member of the SLT. This will be done on a random basis. Any concerns will be reported to SLT and a decision on blocking an account will be made.

What is inappropriate content and referencing and how will it be dealt with?

@WaddPrim welcomes any referencing, mentions, or interactions that show the school in a positive light only.

Therefore, Waddesdon Village Primary School deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school
- Unsuitable images or content posted into its feed
- Unsuitable images or content finding its way from another's account into the @WaddPrim
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school

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.

Responsible following of the school Twitter account

SLT and Governors of Waddesdon Village Primary School strongly request that followers of @WaddPrim do not use images of other people's children posted on the school Twitter feed to repost on their own social networking sites or pages.

Date ratified by Governing Body: 20th June 2022

Date for review: June 2028