Policy Reviewed by Ysgol y Lawnt Governing Body September 2020

Ysgol y Lawnt Facebook Policy.

Ysgol y Lawnt is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment.

Objective

The Objective of this policy is to explain acceptable use of Facebook relating to Ysgol y Lawnt Social Media accounts:
www.facebook.com/ysgolylawnt for paid staff, pupils, parents, governors and volunteers. The policy will therefore aim to explain the purpose of Facebook in Ysgol y Lawnt and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.

The Primary Purpose of Ysgol y Lawnt Facebook Accounts
Ysgol y Lawnt Social Media accounts will be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors. Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like newsletters and letters; **not to replace it.**

Who controls content for Ysgol y Lawnt?
The uploading of content will be controlled by members of the Senior Leadership Team. They alone will be responsible for password protection and uploading of content. Ysgol y Lawnt has a firm commitment to safeguarding children in all aspects of its work.

Who can follow Ysgol y Lawnt?
All school Social Media accounts will be open to all followers however we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/ or others.

Who will Ysgol y Lawnt Social Media Accounts follow?
In order to protect ourselves from inappropriate content being distributed into our news feeds, Ysgol y Lawnt Social Media accounts will not actively seek to follow other users. However, exceptions may be made where following an @ handle and/or other Facebook Account has obvious benefits to the school. Once again, these will be decided on a case-by-case basis at the discretion of the SLT. **Ysgol y Lawnt will be a distributor of information to those who follow it and will not receive information.**

What is inappropriate content and referencing and how will it be dealt with?
In order to protect ourselves further from inappropriate content being posted in our news feeds our followers will not be able to comment on, or share, any of our posts. Ysgol y Lawnt Facebook Policy. September 2020.

We will also not tolerate any referencing, mentions, or interactions on any Social Media sites that portray the school in a negative light. Ysgol y Lawnt 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 schools feeds.
- Images or text that infringes upon copyright or lead to legal implications
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

Under no circumstances should a child's surname be published on the dedicated Ysgol y Lawnt social media sites. Staff will not engage in conversation on the Facebook page, but will encourage parents to converse with school via the school e-mail system.

All staff, volunteers, governors, parents and pupils at Ysgol y Lawnt has a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.
Any persons known to be posting inappropriate content about Ysgol y Lawnt on any Facebook page will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported to Facebook. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

All employees must adhere to, and apply the principles of the policy in all aspects of their work. Failure to do so may lead to action being taken under the disciplinary procedure.

Review of Policy
Due to the ever changing nature of information and communication technologies it is best practice that this policy be reviewed annually.

Appendix 1

1.1 Unforseen Circumstances

Coronavirus

In order to keep lines of communication open during unforeseen circumstances, Ysgol y Lawnt's Facebook page will allow parents to post questions directly related to school issues.

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

In light of another school closure due to a Local Lockdown or a National Lockdown, Ysgol y Lawnt need to protect ourselves further from inappropriate content being posted in school news feeds.

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