



R A Butler Academy

Social Media Policy

Rationale

The rationale of this policy is to explain acceptable use of Twitter and Facebook relating to the R A Butler Academy handles for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Social Media at R A Butler Academy and the benefits that will arise from its proper use, and also deal with any potential pitfalls.

What is Social Media?

Social Media is used primarily as a method of communication. R A Butler uses both Facebook and Twitter to reach a broader community audience to broadcast information to which others can reply and respond.

Social Media users are able to follow or be followed. To follow somebody it 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. R A Butler Academy will not enter into private discussions with others.

What is the primary purpose of R A Butler's Social Media accounts?

The school's 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, children, parents and governors. It may contain links to the schools other hosting sites, such as:

R A Butler Academy Website

Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like sending home newsletters. It will not replace newsletters and should not be seen as the sole source of information as it will not include dates of all events and activities taking place within the school, nor will it necessarily remind parents of all up and coming activities.

Who controls content for R A Butler's Social Media accounts?

The uploading of content for the school's Facebook and Twitter pages will be controlled by the Headteacher and PA to the Headteacher. They will be responsible for password protection and uploading of content.

Who can follow R A Butler Academy?

We welcome followers who are 13 years and older, which is the minimum age limit to open a Facebook or Twitter account.

Who will R A Butler Academy follow?

In order to protect itself from inappropriate content being distributed into its news feed, the school will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school. Once again, these will be decided on a case-by-case basis.

R A Butler sees itself more as a distributor of information to those who follow it and not as a receiver of information.

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

The school welcomes any referencing, mentions, or interactions that post the school in a positive light only.

Therefore, R A Butler Academy 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;
- Extremist views or radical views or opinions as in line with the prevent duty and new radicalisation policy
- Unsuitable images or content posted into its feed;
- Unsuitable images or content finding its way from another's account into the School's feed
- Images or text that infringe upon copyright;
- 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/Facebook. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

Parental Agreement

At the beginning of each academic year, each parent is asked for their permission to put their children's image on the school website. These permissions will now include Twitter and Facebook.

Where the parents do not wish their child's image to appear on the school website, Twitter or Facebook, the school will aim to follow these wishes.

Updated
19 January 2021

