



NORTH CURRY
C of E PRIMARY SCHOOL

Parent/Guardian Code of Conduct:

North Curry Primary School Social Media Accounts

▶ Introduction

This Code of Conduct is an agreement between the school and any parent/guardian who accesses our school social media account(s). It explains the purposes for which the school will use social media and how it will be used. It also outlines the school's expectations of how parents will interact with our social media account(s).

▶ By engaging with any of the social media accounts used by the school, participants agree to adhere to this Code of Conduct.

▶ Purpose

- Social media is a useful way of communicating with parents regarding key information and upcoming events. It does not replace other methods of communication.
- We will use social media to bring our school community closer together.
- We will use social media to connect to other schools, community pages, and fundraising accounts.
- We will use social media to share and celebrate the great learning that happens in our school.
- We may link to other trusted sources, e.g. Department for Education, to direct parents to relevant information.
- We will use social media as a way of helping prospective parents find out more about our school.

▶ How it works

- The school currently has an official whole-school Facebook account, and Nursery Instagram and Facebook and account.
- Posts, updates or messages on behalf of the school will only be made by appointed school staff.
- We will only use photos of pupils whose parents/guardians have given permission to use photos of their child online.
- Photos of pupils will never be accompanied by their name, unless the school seeks specific permission to celebrate a particular event or activity e.g. a significant performing arts achievement or sports award.
- Parents can like and reply to school posts, but may not create posts or share photos or videos.
- The school account will not 'follow' or 'friend' personal accounts. We may choose to follow educational organisations where it will benefit the school.

▶ Expectations

- Parents and carers will engage positively with our social media page to celebrate learning and bring our school community closer together.
- No abusive messages or defamatory communication will be tolerated. The school reserves the right to remove any messages it deems inappropriate.
- Users should not use names in comments or tag photos.
- Children should not have their own social media account. They may view the school account under parental supervision so all posting should reflect this and be appropriate for children to view.
- Concerns or complaints should not be raised through social media. Parents should talk directly with staff and follow our Complaints Procedure Policy.
- Parents should not try to interact directly with members of staff online. All communication will remain through the school telephone or office email directly.
- The school will regularly monitor social media. If appropriate, the school will endeavour to reply to communication through social media promptly. This will be done within but not exceeding usual working hours.
- The school account/page should not be used by parents to advertise any businesses or services.

Posts which do not follow these rules will be deleted and users may be blocked or removed. Where necessary, incidents may be reported to the social media platform and/or relevant authorities.