**ST JULIE CATHOLIC PRIMARY SCHOOL**

**ECCLESTON**



Use of Social Media:

A Code of Conduct for Parents, Carers and Visitors

Reviewed by Governing Body and staff

March 2021

**ST JULIE CATHOLIC PRIMARY SCHOOL**

**MISSION STATEMENT:**

***A caring, family school where we learn, grow******and walk in the footsteps of Jesus.***

In consequence of our school mission it is a fundamental aim of St. Julie’s to be an inclusive school. To be a school which:-

* Has a sense of community
* Provides equal opportunities
* Offers partnership between school parents and parish
* Reflects upon the teachings of Christ and puts them into practice
* Values all members of the school community
* Its members show respect for themselves and each other
* Is a caring community.

We define an inclusive school as one where…

* Everyone, irrespective of age, gender, ability or disability, race or religion is encouraged and given equal opportunity to participate in the full life of the school,
* All members of the school community are given the opportunity and support to achieve their true potential,
* All members of the school community, and the contributions they make to the life of the school, are valued and where everyone is treated with mutual respect, care and consideration, and
* Everyone feels empowered to play a full an effective role in the school.

Over recent years social media tools have become an integral feature of modern life, providing opportunities for organisations (both public and private sector) and citizens to engage and communicate. A key feature of many social media tools is their unparalleled ability to broadcast and receive information quickly and link to a whole network of people in a matter of seconds. It is also the case that material broadcast via Facebook and Twitter can persist in the digital world almost indefinitely often reaching a wider audience than the author had originally intended.

As a public body and regulated setting, responsible for the care and education of children, St Julie Catholic Primary school is committed to the responsible and appropriate use of social media. Its own use of social media is governed by its adoption of St Helens Council Social Media Policy (March 2011) itself informed by the Cabinet Office: Participation Online Guidance for Civil Servants (June 2008).

Social media tools include, but are not limited to:

* Blogs\Microblogging
* Social Networking
* Collaboration Networking Media
* Social Bookmarking
* Photo and Video sharing
* RSS Aggregation Services

This guidance forms part of St Julie Catholic Primary School’s code of conduct for parents, carers and visitors and seeks to extend those principles to the digital world. It is not intended to stifle legitimate debate, discussion or interfere with private use of social media tools. It aims to:

* Clarify expectations about the use of social media tools by parents, carers or visitors as it relates to St Julie Catholic Primary School.
* Outline the steps St Julie Catholic Primary School will take if it considers social media content to be offensive, inappropriate, inaccurate or otherwise unacceptable.
* Protect the reputation of St Julie Catholic Primary School and ensure that social media use supports its educational, spiritual and pastoral ethos.
* Support the use of existing school policies and procedures to resolve issues of concern.

As part of its code of conduct for parents, carers and visitors St Julie Catholic Primary School expects the following standards to apply in the use of social media tools:

* Foul, abusive, discriminatory or threatening material about the school, its staff or pupils will not be tolerated. Parents\carers posting such material will be contacted by the school for its immediate removal. Whenever necessary the school shall seek legal advice on any further action that might be necessary.
* If parents/carers/visitors become aware of offensive/abusive or factually inaccurate postings about St Julie Catholic Primary School it is requested that these are brought to the attention of the Headteacher or member of school staff at the earliest opportunity.
* St Julie Catholic Primary School has policies and procedures for a wide range of issues including bullying, attendance, additional needs and complaints. As such, social media tools are not an appropriate vehicle for progressing such matters. School will not engage with parents/carers/visitors via this route but will direct them to the appropriate procedure.
* When factually incorrect information is posted about St Julie Catholic Primary School via social media, the author(s) will be contacted by the school for its removal/correction.
* St Julie Catholic Primary School has a safeguarding duty to all of its pupils and will take appropriate action if it considers social media contents to compromise this. This can include the identification of child through social media discussion and the use of visual material within content.