



Social Media for Parents Policy

As a Rights Respecting School, our philosophy is underpinned by the values and principles of the United Nation's Convention on the Rights of the Child (UNCRC).

Articles from the UNCRC which are directly linked to the PSHE curriculum at St. Lawrence School:

Article 3

All adults should do what is best for you. When adults make decisions, they should think about how their decisions will affect children.



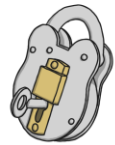
Article 8

You have the right to an identity - an official record of who you are. No one should take this away from you.



Article 16

You have the right to privacy.



Article 17

You have the right to get information that is important to your well-being, from radio, newspapers, books, computers, and other sources. Adults should make sure that the information you are getting is not harmful, and they should help you to find and understand

Article 15

You have the right to choose your own friends and join or set up groups (as long as it isn't harmful to others).



Article 19

You have the right to be protected from being hurt and mistreated, in body or mind.



Article 36

You have the right to protection from any kind of exploitation (being taken advantage of).

As Duty Bearers, it is our responsibility to teach children their rights. This is done predominantly through PSHE sessions. Children learn about their rights, through their rights and for their rights. Staff and young people have an understanding that rights are inherent, inalienable, indivisible, universal and unconditional, using language appropriate to children and young people's age and ability.



St. Lawrence Primary School



Social Media for Parents Policy

This policy has been written to provide guidance to parents regarding the use of social media. It gives information on how St Lawrence School is using social media to communicate with parents as well as guidelines and E-Safety advice associated with the use of Social Media.

What is Social Media ?

Social Media is a tool by which we can interact with others online. Examples include Facebook, Twitter, messaging, blogs and online discussion forums. Social Media gives us opportunities to understand, interact and communicate with audiences online. It is important that we are able to use such tools appropriately and safely.

Communication

At St Lawrence School, we use a range of different methods to communicate with parents. These include daily opportunities for face-to-face contact, our school website (which is currently being updated), parent consultation sessions, informal parent / teacher meetings, telephone calls, emailing through 'In Touch' and a text messaging service. In addition to this, we use Social Media to share updates and information with parents and the wider community; we do this on our school Facebook page and will be doing so on our School Website.

What Kind of Information Do We Put on Social Media ?

We use Social Media sites to publish information that is of general interest. We do not believe it to be an appropriate place to discuss personal matters that are specific to individual members of our community, whether that is parents, children or members of staff. We aim to update with relevant information to give parents an insight into school life.

Information on our Social Media sites does not replace information sent out in school newsletters; it supports such information and enables the school to post more general updates on a regular basis, for example, topic work taking place in a class or updates during a residential visit.

It is important for everyone's safety that we are clear about how we use Social Media and that we are aware of what is acceptable behaviour from the people who choose to follow us on Social Media.

1. We cannot tolerate any form of bullying on our Social Media accounts or any comments or posts which are rude or abusive towards any member of our school community – parent, child or staff members.
2. We cannot allow comments that refer to specific matters between the school and individual members of the community. We also request that comments on our Social Media sites do not include names of pupils (eg: "Well done, John").
3. We have the right to delete inappropriate comments and ban further comments from anyone who breaks the terms of service for the relevant social media site e.g. Facebook's terms of service do not allow anyone under the age of 13 to open an account.
4. We will not publish photographs of children without consent from parents.

By 'liking' us on Facebook, you are indicating that you accept and agree to abide by the above rules regarding the use of Social Media.



Social Media for Parents Policy

Guide for Parents using What's App chat groups for school purposes:

1. **Respect Privacy:** Avoid sharing personal or sensitive information. Keep discussions focused on school matters.
2. **Clear and Concise Communication:** Be brief and to the point to respect others' time. Use bullet points or numbered lists for clarity when discussing important information.
3. **Professional Tone:** Maintain a respectful and courteous tone, even if discussing issues or disagreements. Avoid using sarcasm or humour that could be misinterpreted.
4. **Stay on Topic:** Keep the conversation relevant to school activities, events, or issues. If you need to discuss personal matters, take it to a private chat.
5. **Avoid Over-posting:** Don't flood the group with messages. Limit notifications by consolidating your thoughts into fewer messages.
6. **Be Mindful of Time:** Refrain from sending messages late at night or early in the morning unless it's urgent.
7. **Use Group Admins:** Allow the group admin to moderate discussions, ensuring that the chat stays focused and productive.
8. **Respect Other Parents' Preferences:** Some parents may prefer not to participate or want fewer notifications—be considerate of their choices.

This etiquette helps ensure the group stays productive, respectful, and focused on school-related matters.

Guidance for Parents Using Their Own Personal Social Media Sites

We do not want to prevent parents taking photographs in school during school events (for example, Sports Day or Nativity Performances). However, we ask that if you take photographs at these times, that the photographs that you may choose to publish on any social media sites do not include other children.

'Think before you Post' – remember that even if you have tight privacy settings in place, everything that you choose to put on Facebook or Twitter is in public view. Think about this rule – if you don't want people to see it or if you wouldn't have the conversation face-to-face, don't post it.

If you have any comments or concerns about anything school-related, please do come and speak to us. We have an 'Open Door' policy and would much prefer parents come and chat to us directly.



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CHANGE HISTORY

Version	Date Issued	Issued by	Reason for Change	Presented To (initials to agree policy has been read and understood)	Approved by:	Date
0.1	23.11.17	Kim Banks	Draft	Whole staff		
0.2	05.02.21	Kim Banks	Reviewed – no changes	All Staff	Amory Charlesworth	05.02.21
0.3	02.03.23	Kim Banks	Reviewed – no changes	All Staff	Amory Charlesworth	02.03.23
0.4	23.04.25	Kim Banks	Reviewed – added changes around use of school What's App chats	All Staff	Amory Charlesworth	23.04.25