**Attenborough School Facebook and Social**

**Media Policy**

The school is aware and acknowledges that increasing numbers of adults and children are using social networking sites.

The widespread availability and use of social networking application bring opportunities to understand, engage and communicate with audiences in new ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our reputation.

The purpose of this policy is to ensure:

* That the school is not exposed to legal risks.
* That the reputation of the school is not adversely affected.
* That our users are able to clearly distinguish where information provided via social networking applications is legitimate & representative of the school.

**Users must adhere to the following Terms of Use**

This site;

* Must not be used to publish any material or language of an offensive nature.
* Personal opinions should not be expressed on this site.
* Must not be used for the promotion of personal financial interests, commercial ventures or personal campaigns.
* Must not be used in an abusive or hateful manner.
* Must not breach the school’s misconduct, equal opportunities or bullying and harassment policies.
* Must not be used to discuss or advise any matters relating to school, staff, pupils or parents

Also;

* References should not be made to any staff member, pupil or parent.
* Personal contact will not be made through Facebook.
* Photographs, videos or any other types of image that include children or staff will not be posted unless permission to do so has been sought beforehand. Instances where this might occur; residentials, school trips.
* Requests to join the site will not be accepted until permission slips have been signed and returned.
* Only parents and staff will be given approval to join the site.
* Only nominated staff will be able to publish posts.

## The Head Teacher & relevant managers take overall responsibility to ensure that the site is relevant.

On leaving the school memberships will automatically be cancelled.

**Violation of this policy will result in termination of membership.**

**Please Sign and return to school office**

Pupil/s Name/s ………………………………………………………………………………………………………………………………..

Pupil/s Year group/s

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Parents Name/s

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Facebook Name (if different from Parents Name)

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I have read and understood The Terms of Use.

Signed …………………………………………………………………………………………………………..

Date …………………………………………