

Social Media Policy

Inverurie Academy Parent Council

HEADING	EXPLANATION
Aims of this Policy	<p>Inverurie Academy Parent Council is aware of its responsibilities towards the school community when using social media. This policy sets guidelines for parents and carers on using social media sensibly, rationally and respectfully and the procedures for dealing with unacceptable behaviour.</p> <p>This policy relates specifically to the Parent Council’s social media activity and is unrelated to Inverurie Academy’s own social media policy.</p> <p>Please note: The Parent Council has no administrative responsibilities for Inverurie Academy’s website or social media pages. Any queries relating to these should be directed to the school.</p>
How we use social media	<p>The Parent Council uses the Facebook page ‘Parent Forum Inverurie Academy’. This page is used to publicise school and Parent Council events and activities. It can also be used as a method of receiving comments to be raised at Parent Council meetings, as long as these are sent via Direct/Private Message to the administrators. Individual issues or concerns should be directed to the school.</p> <p>Posts involving marketing or promoting business will be checked before approval.</p> <p>Names or photographs should not be posted unless permission is granted by that person or the child’s parent / carer.</p>
Unacceptable behaviour	<p>The Parent Council has a zero tolerance for comments, content and photographs which are deemed to be abusive, bullying or threatening. Any such content will be removed by the administrators and a warning issued to the offender. If there is repeated abuse of the social media platform, the offender will be removed and blocked from the group. Admin’s decision is final.</p> <p>If problems continue on an ongoing basis, the Parent Council will discuss the use of social media as a communication tool, and if in agreement, will stop using it.</p>
Guidelines	<p>Members of the Parent Council / Parent Forum and those using the above social media platforms will use the following guidelines:</p> <ul style="list-style-type: none"> • They will consider the long term consequences of what they post • They will use the <i>10 minute rule</i> by drafting the post; leaving for a while and then considering whether the post is sensible, rational and respectful • They will ensure that nothing is posted to bring the Parent Council into disrepute • They will not post photos without permission

Review	This policy will be reviewed annually to reflect the changing nature of social media and to ensure it remains up-to-date and is fit for purpose.
---------------	--

Sept. 2018

Policy template provided by Connect. About Connect:

You may be interested to know that we offer our members a range of benefits including:

- Free Information & Training Sessions
- Access to online meetings and surgeries
- Our Backchat newsletter and E-Updates
- Access to the member's-only section on the Connect website
- Membership-linked insurance
- Annual Lecture
- Telephone and email helpline
- A wide variety of leaflets and other resources

Connect, Mansfield Traquair Centre, 15 Mansfield Place, Edinburgh, EH3 6BB

Tel: 0131 474 6199

Email: info@connect.scot

Website: www.connect.scot



ConnectScot



@connect_scot