

PARENT COUNCIL SOCIAL MEDIA POLICY

Aim of this Policy

Inverurie Academy Parent Council is aware of its responsibilities towards the school community when using social media.

This policy sets guidelines that will be followed by members of the Inverurie Academy Parent Forum in using social media to post articles of interest relating to Inverurie and the surrounding community.

This policy also outlines the procedures for dealing with unacceptable behaviour where an individual has posted inappropriate and / disrespectful comments on either the Facebook or the Twitter accounts.

This policy relates specifically to the Parent Council's social media activity and is unrelated to Inverurie Academy's own social media policy.

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.

How we use social media

There is currently a Facebook site and a Twitter account which is managed by Parent Council volunteers.

The Parent Council uses the Facebook page 'Parent Forum Inverurie Academy' and the Twitter page 'Inverurie Academy Parent Forum' to:

- Publicise school and Parent Council events and activities, and items relating to the wider Inverurie community
- Encourage parents to send agenda items / suggestions to be raised at Parent Council meetings. These should be sent via Direct/Private Message to the administrators.
NB Individual issues or concerns should be directed to the school.
- Promote the local community and support available to all pupils parents and carers.
NB Posts which involve marketing or promoting business will be checked before approval.
- Ensure all posts are compliant: names or photographs cannot be posted without permission by that person and / or a pupil's parent / carer.

Unacceptable behaviour

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.

If problems continue on an ongoing basis, the Parent Council will review the use of social media as a communication tool, and if in agreement, will stop using it.

Guidelines

Members of the Parent Council / Parent Forum and those using the above social media platforms agree to:

- Consider the long term consequences of what they post
- Use the 10 minute rule by drafting the post; leaving for a while and then considering whether the post is sensible, rational and respectful
- Ensure that nothing is posted to bring the Parent Council into disrepute
- Ensure that permission is granted prior to any photos being posted

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.

Date of last review: March 2021

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