

Social networking sites such as Facebook and Twitter are now widely used. This type of media allows people to

some as a means of expressing negative or offensive views about schools and their staff. This document sets

out how to be taken into account in order to ensure that parents do not use social media sites inappropriately.

When "parent" is referred to in this policy, carers, relatives or anyone associated with the School is included.

Objectives

The purpose of this policy is to:

Encourage social networking sites to be used in a beneficial and positive way by parents

Reduce the risk of parents or carers making inappropriate use of social networking sites

Prevent and respond to any reported abuse on social networking sites

Ensure that parents and carers are aware of the School's policies on social networking sites

Set out the process that the School will follow when it considers a social networking site to be

unacceptable and to take appropriate action

Set out the action the School will consider taking if parents make inappropriate use of social networking sites.

Inappropriate use of social networking sites by parents

Social networking sites have the potential to enhance the learning and achievement of students. However, inappropriate use of social networking sites can be harmful to the School and its staff. In addition, the School recognises that parents and carers who are members of social networking sites should consider the

information on social networking sites and should be aware of the potential for inappropriate use of social networking sites.

these views?

When a complaint or concern is raised with the School, the School will investigate the matter. If serious allegations are being made or concerns are being raised, social media/Internet sites should not be used to name individuals and/or make abusive comments about those people. It is more appropriate that the school should be contacted directly to discuss the issues or concerns.

Are such comments likely to cause emotional or reputational harm to individuals which would not be justified, particularly if the comments are made in a public or semi-public forum?

The School will consider that the posting of comments that are likely to cause emotional or reputational harm along with any detrimental harm that the School may suffer as a result of the posting and the impact that such a posting can have on other staff, learners

Inappropriate use of social networking sites by parents

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The School considers the following examples to be inappropriate uses of social networking sites. (This list is non-exhaustive and intended to provide examples only):

Making allegations about student cyber-bullying

Posting negative/offensive comments about specific students/staff at the School

Parents/carers should ensure that their child does not use social networking sites in an inappropriate manner. It is expected that parents/carers should explain to their child the appropriate use of social networking sites. Parents/carers are also expected to monitor their child's use of social networking sites to ensure that they do not use social media

Procedure the School will follow if inappropriate use continues

The School will always try to deal with any concerns raised by parents in a professional and appropriate manner and understands that parents may not always realise when they have used social networking sites inappropriately. Therefore, as a first step, the School will usually discuss the matter with the parent to try and resolve the matter. If the parent refuses to do this and continues to use social networking sites in a manner the School considers inappropriate, the School will consider taking the following actions:

circumstances warrant this

