Peavy Primary Social Media Policy

Social media and social networking sites play an important role in the lives of many people. Peavy Primary recognizes that sites bring risks, but equally there are also many benefits. This policy is intended to clarify the way in which social media is to be used by students, visitors, parent helpers and school staff at Peavy Primary. It is also intended to provide guidance for our parents.

There are four key areas:

- **The use of social networking sites by students within the school**
- **Use of social networking by staff in a personal capacity**
- **Comments posted by parents**
- **Dealing with incidents of online bullying**

The use of social networking sites by pupils within the school:

The school's Acceptable Internet Use Policy outlines the rules for using technology/network/internet. These rules also apply to use of social networking sites. Such sites should not be used/accessed in school unless under the direction of a teacher and for a purpose clearly apparent form the learning objective of the relevant learning experience. Social media sites to be used in school from:

- Twitter
- Virtual Fieldtrips
- District Websites/Staff Websites
- Communication Apps with Parents such as:
    - Class Dojo
    - Bloomz
    - Class Facebook Pages
    - Peavy Primary Facebook Page
    - Peavy Primary PTO Facebook Page

Parents will give permission for students to access these sites in school as well as permission for images of their child/child's work to be included on the site. (Photographic Consent form)

Use of social networking by staff in a personal capacity:

It is possible that a high proportion of staff will have their own personal social networking site accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in tan appropriate manner.

Guidelines are issued to staff:

- Staff must never add pupils as 'friends' into their personal accounts.
- Staff is strongly advised not to add parents as friends into their personal accounts.
- Staff must not post comments about the school, pupils, parents or colleagues including members of the entire school district.
- Staff must not use social networking sites within school instructional times (for personal use).
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Inappropriate use by staff will be referred to the Superintendent in the first instance and may lead to disciplinary action.

Comments posted by parents/guardians:

Parents/guardians will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include:

- Website
- Newsletters
- Letters
- Text messages
- Verbal discussions
- Teacher's communication apps such as class facebook pages, class dojo, blooms, etc

School policies and documents provide further information regarding appropriate communication and means of resolving differences of opinion. Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for their child. Parents must not post pictures of students other than their own children on social networking sites where these photographs have been taken at a school event. Parents should make complaints through official school channels rather than posting them on social networking sites. Parents should not post malicious of fictitious comments on social networking sites about any member of the school community.

Dealing with incidents of online bullying/inappropriate use of social networking sites:

The schools' anti-bullying policy stated in the student handbook will set the policy and processes regarding any type of bullying by a child on the school roll.

There are circumstances in which Hudson ISD police officer involvement is appropriate. These include where postings have a racist element or where violence is threatened or encouraged.