

Neroche Primary School Facebook Statement



As a school we aim to use the school Facebook page to:

- Engage with parents and the community
- Promote the school to prospective parents and staff
- To communicate with parents, families and the community
- To share aspects of school life with parents, families and the community

Things we will post:

- Alerts and messages
- Reminders
- Information about upcoming events
- Photos to show aspects of the school day
- Photos from school trips or events
- Good luck, congratulations and thank you messages to individuals and groups linked to school events
- Information to support parents
- Links to news articles

We will only ever refer to the year group that a child is in and never use their names.

We will only ever post photographs of children who have consent for photographs to be used online or photographs that have been provided by parents to the school mailbox with the title 'photo for Facebook'

Day to Day management:

- Members of the Senior Leadership Team will manage the Facebook page and posts for consistency and security
- The Headteacher will be the lead supported by other members of the Senior Leadership Team
- Posts on the school Facebook page will be respectful and of a professional nature

Facebook Page Settings:

- Visitor posts will be disabled so only members of the SLT are able to post
- Private messaging will not be enabled
- Tagging ability will not be activated so posts will not be able to be tagged with names and profiles
- Profanity Filters will be set to strong to block words and phrases that could be viewed as inappropriate

How we will monitor the school Facebook page and posts

We will use the 'insights' tab to monitor the following:

- How many people 'like' the school page
- How many people saw a particular post
- How many times people recommended our page to others

How we will build our school audience

- Encourage people to 'like' our page. Which will result in the school posts showing up on their newsfeeds, and they'll get notifications on their mobiles and tablets when we post something new
- Link our Facebook page to our school website