



PTA Social Media Policy

Clare House Primary School PTA uses social networking sites such as Facebook and WhatsApp.

Clare House Primary School PTA uses its Facebook page exclusively for the running of the association. It is used to communicate with both its members and the local community, to promote events or elements of events or to recruit volunteers to support the PTA's activities and to thank local supporters and volunteers. You can find the PTA Facebook page below:

<https://www.facebook.com/groups/128746977207918>

Access

The Facebook group of Clare House Primary School PTA is only intended for members of the association, in this case the parents/carers/guardians and teachers of the school. The group is regulated through being a closed group and members needing to gain permission to join from the PTA's Facebook group administrator. Once you are a member of the group, you can also post and these will be seen by all other members of the group who have been similarly approved.

Principles

Users may submit Facebook posts for publication. When preparing a post for submission, please **do** the following:

- **Use good judgment;** ensure information is relevant and safe
- **Be respectful;** keep the tone of discussion positive
- **Be responsible;** issues/concerns with the school should be raised directly.

Usage that is not permitted

The Facebook page of Clare House Primary School PTA does not allow any personal correspondence between members and is not intended for discussing any aspect of the school other than the PTA and its activities. It should not be used to promote any business other than where this is done for the benefit of the PTA and with its permission. Inappropriate posts, including any derogatory comment, can and will be removed by the administrator and the PTA retains the right to ban any user who continues to make inappropriate use of the group.

What is inappropriate content?

Inappropriate content is defined as, but not restricted to, the following:

- Criticism of school policy, practices or staff
- Obscenity, nudity, defamation or hate
- Comments/posts that threaten to harm individuals, groups or organisations
- Endorsement or encouragement of illegal activities
- Multiple off-topic posts or repetitive posts that are copied and pasted
- Political posts or discussions
- Personal information including but not limited to e-mail addresses, telephone numbers, mailing addresses.
- Any topic that doesn't fall into one of the above categories, but is deemed inappropriate by the PTA Facebook administrator.

Personal Information

The PTA will never publish information of a personal or confidential nature with regard to pupils, parents or staff. Information on personal schedules or situations will not be shared.

Photographs

The Facebook group of Clare House Primary School PTA allows members to post photographs. However, it is explicitly assumed that anyone posting a photograph will own the rights to the image and will have the permission of anyone featured to do so. Clare House Primary School PTA accepts no responsibility regarding ownership or permissions for any photographs posted by members of the group.

Application of this policy

By using the Facebook group of Clare House Primary School PTA you are accepting the terms of this policy. If you do not agree with any of the terms, please remove yourself as a member of the group.

Class WhatsApp Group Guidelines

Many Class Representatives administer a WhatsApp group to facilitate information with parents. The PTA may communicate with parents via the Class Representatives and their WhatsApp groups, but the PTA does not regulate WhatsApp messages posted in this forum. Please see the separate document for tips and guidelines.

Availability of this policy

This policy is publicly available through the PTA section of the school website.