

SOCIAL MEDIA POLICY

Dear Parents,

Management of Social Media at the Roche School

I write to draw your attention to the Roche School Social Media Policy which is available to you in its updated form on the website. As stated in the policy, it is our aim to ensure that the use of social media at the school is undertaken responsibly and that the confidentiality of pupils and staff and the reputation of the school are safeguarded.

You will be aware that social media and digital platforms are evolving quickly. We intend to observe the best possible practice in this digital environment, seeking to negotiate it wisely and with integrity for purposes of information, communication and PR. As with other school policies (which are updated annually or in accordance with legislative change) we will undertake to keep you informed of any relevant changes as they occur. We are happy to respond to any questions you may have and ask you to contact esafety@therocheschool.com if you would like further clarification.

I would be grateful to you if you could read the policy through and then please send us your renewed consent for the use of photographic images. This consent will have been given initially at the point of your child's entry into the school but in view of our increasing use of social media, I would be grateful to you if you would send updated consent. Remember that when publishing material we never publish names and that in the case of a close up of a child's image we will seek your permission before it is used.

Benefits of Social Media (e.g. Twitter, Facebook, You Tube)

- Improvement of communication links with Parents/Guardians.
- Promote the successes of the school and our students to a wider audience.
- Allow greater engagement with school sport and promote shared values.
- Promote literacy and extended learning through the posting of links to relevant material.
- Help to maintain links with past Alumni.
- Allow for earlier notification of changes to extra-curricular timetable when it is affected by inclement weather.

Usage

- Information regarding special achievements and events will be published as will other Departmental information such as fixtures and results for the PE Department.
- Information regarding the school day, such as what the children have been learning or what happened when visitors come to the school.
- Photographs of students will only be used if permission has been granted by a Parent/Guardian and a child's name will never be used (see enclosed Social Media Consent Form).
- Links to interesting articles will be shared in order to enhance learning opportunities.
- No direct messages will be sent via social media and no messages will be replied to.
- Political views, comments and opinions will be avoided.

- Due care and consideration will be taken before sending any tweet. A member of Senior Management will be responsible for managing the social media accounts. Content should only be tweeted if appropriate for a classroom environment.
- In the interests of safeguarding, all accounts will be overseen by the School's Senior Leadership Team and specifically the Safeguarding Officer.

Please find attached the Social Media Consent Form. I would be grateful if you could complete the form and return it to the School Office as soon as possible.

Kind regards,

The Roche School

Social Media Consent Form

To be signed and returned to Class Teachers ASAP

We are sending you this parental consent form to both inform you and to request permission for your child's photo/image to be published in the newsletter, bulletin, Facebook page, website, or other social media outlets and publications.

As you are aware, there are potential dangers associated with the posting of personally identifiable information on a web site since global access to the Internet does not allow us to control who may access such information. These dangers have always existed and we will do our best to ensure that privacy settings are at the highest setting; however, we want to celebrate your child and his/her work and maintain good lines of communication with you.

Pursuant to law, we will not release any personally identifiable information without prior written consent from you as parent or guardian. Personally identifiable information includes student names, photo or image, residential addresses, email addresses, and phone numbers.

If you, as the parent or guardian, wish to rescind this agreement, you may do so at any time in writing by sending a letter to the School Office and such rescission will take effect upon receipt.

Please tick one of the following choices:

I/We GRANT permission for a photo/image that includes this student without any other personal identifiers to be published on the school website, newsletter, bulletin, Facebook page, or other social media outlets and publications.

I/We DO NOT GRANT permission for a photos/images that include this student to be published on the school's website, newsletter, bulletin, Facebook page, or other social media outlets and publications.

PRINT the name of your Child: _____

PRINT the name of Parent/Guardian: _____

Signature of Parent/Guardian: _____

Relationship to Child: _____

Date: _____