



Friends of Wraxall School Association Social Media Guidelines

These guidelines explain how our association uses social media. It is available on the school web site and applies to all members of our association and the school community.

Details of the social media used by our association

The FWSA uses Twitter: <https://twitter.com/Wraxallfriends>

The FWSA also has a Facebook page: <https://www.facebook.com/friendsofwraxall/>

Purpose

The purpose of using Twitter and Facebook is to communicate with parents, caregivers and existing members of the school community, as well as to provide insight for the benefit of parents of prospective pupils and the wider community of Wraxall and beyond.

Access

The FWSA's Twitter is open, allowing anyone with an interest to follow us, or respond to one of our tweets. Only the members of the FWSA committee (chair, vice chair(s), secretary and treasurer) and the head teacher and administrator of the Wraxall CEVA Primary School will have the ability to tweet from the FWSA account. Re-tweets do not imply endorsements.

The FWSA has a Facebook page, administered by the Chair of the FWSA, with additional administration rights granted to specific members of the school's staff. The FWSA committee (vice chair(s), secretary and treasurer) will have the ability to respond to messages to the page and moderate comments.

The page is public and can be viewed by any visitors to the page. Visitors to the page may post on the page but all posts will need to be approved by one of the page's administrators. Visitors may comment on the posts, but all comments must follow the FWSA guidelines for social media use.

Permitted members

The FWSA does not want to encourage inappropriate use of social media by children. No accounts belonging to anyone believed to be aged less than 13 years will be followed, retweeted or referenced from the Twitter account or linked to from the Facebook page.

How social media is used by our association

These accounts are used to communicate with parents, caregivers and members and the Wraxall Church of England Voluntary Aided Primary School community. We will promote events and activities, recruit volunteers, support the school by communicating school messages when requested, engage the local community, thank local supporters and canvass members' views.

Usage that is not permitted

The FWSA's social media accounts are not intended for discussing any aspect of the school other than FWSA and school events and activities. Any comments or concerns about pupils and/or day-to-day school life should be directed to the pupil's teacher in the first instance, or to the school's headteacher.

The social media accounts should not be used to promote any business other than where this is done for the benefit of the association or school (such as corporate sponsors of the FWSA, raffle prize donors, community information, etc) and with the FWSA/school's permission. Inappropriate posts or comments, including any derogatory comment, can and will be removed by the administrator or moderator. The FWSA retains the right to ban or block any user who continues to make inappropriate use of the group.

Photographs

The FWSA will be allowed to post photographs from its accounts. However, photographs of children where they can be recognised will ONLY be used when explicit permission is given by the parent or primary caregiver. Photographs of activities with adults in the images may also be used and best efforts will be made to notify subjects of the photographs in advance of posting.

Copyright

The FWSA will only post images or content where we own it or have the permission of the person who owns the copyright. Any concern about the potential of copyright being infringed should be directed to the account administrator.

Application of these guidelines

By interacting with the Twitter or Facebook accounts of the FWSA, you are accepting the terms of these guidelines. If you do not agree with any of the terms, please unfollow the account(s).

Availability of these guidelines

These guidelines are publicly available on the FWSA page on the school web site (<http://www.wraxallprimary.co.uk/website/fwsa/67699>) and are reviewed annually at the FWSA AGM.