

Roundwood Park School Facebook Account Guidelines



Facebook Overview

Facebook is an online social media networking service. Registered users can then like pages to find out information about businesses/services and become friends with people they know in order to view their profile. Facebook also allows for the attachment of photos and the embedding of links to other web pages. The main difference between Facebook and email/SMS messaging is that conversations take place in the open rather than in private. This allows for messages to be aimed at a large audience. The Social media platform is experiencing a phenomenal adoption curve in the UK and being used increasingly by government departments, news agencies, commercial companies and schools, as well as individuals. It is free to use, can be used in a short space of time and has the potential to deliver many benefits in support of our communication objectives. Any information posted on Facebook will also be available on the School website, School twitter feed in Roundup and sent out by Parentmail .

Possible Benefits of Using Facebook

- Improvement of communication links with Parents/Guardians and students.
- Allow for earlier notification of changes to extra-curricular timetable when it is affected by inclement weather.
- 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.

Usage Guidelines

- Students and Parents/Guardians should be encouraged to like the School's Facebook page.
- Information regarding special achievements will be published as will other Departmental information such as fixtures and results for the PE Department.



- Changes to the extra-curricular timetable will be published as a matter of urgency.
- No students will be mentioned by name.
- Photographs of students will only be used if permission has been granted by a Parent/Guardian.
- The Facebook page will not be used to send 'private messages'.
- Students will not be allowed to add staff member's personal accounts.
- Political views, comments and opinions will be avoided.
- In the interests of safeguarding, the schools Facebook page will be overseen by the school's Senior Leadership Team.

Student/Parent/Guardian Use

Individuals who 'like' the schools Facebook page must read and abide by the terms of this document. Any student that does not comply with the acceptable use policy will be blocked and may be reprimanded in line with the school behaviour policy.

Individuals must not abuse this communication facility in any way. This includes sending messages or comments that may be offensive to others.

Any individual sending inappropriate messages or comments will be blocked immediately.

Individuals must not send 'Private messages' to Roundwood Park School

Individuals may comment on posts by Roundwood Park School but must understand that no replies will be forthcoming.

Individuals must not apply to be friends with staff members' personal accounts.

All members of the Roundwood Park community are encouraged to like the schools Facebook page.

Only children over the age of 13 should have access to Facebook.

The School expects students to adhere to their parents' wishes regarding their use of Facebook.

