



Penrice and Social Media

Parents

Guidance and Policy, November 2015

Social media is an online tool used by millions of people around the world every single day. An increasing number of businesses and young people use the likes of *Facebook*, *Twitter* and *YouTube* to communicate. The following are guidelines for appropriate use of these online social mediums, as Penrice Academy's presence across them develops.

Social Accounts

Facebook: Penrice Academy – used as an extension to the new website, sharing content and communicating with a close community, including pictures, news, events and successes, event posters and marketing for local charities

Twitter: @PenriceAcademy - sharing content and communicating with a wider community, including local businesses, news organisations, influential people and charities

YouTube: Penrice Academy Channel - sharing video content from within the school with subscribers

Posting about students on social media

Social media is an incredible asset that allows content created to be shared with an audience, without relying on people assuming they'll find it on the website or waiting for a weekly newsletter.

It is easy, it takes little time, and it's free. It takes advantage of the fact that people love to scroll down their Facebook feed and every story, picture, advert, event, cancellation or congratulations will be picked up, weekdays, evenings and weekends.

Being a school, students between the ages of 11 and 16 may be featured.

Note: *To have a personal Facebook account, you must be at least 13 years of age.*

Student wellbeing is paramount, and therefore all efforts must be made to ensure their safety online. The process for posting names and pictures of students on social media is no different that of the website, and will be as follows:

- Photo permissions will be checked before posting pictures of students online
- When a photo is published on Facebook, only first names and year groups will be included. Surnames may be included on the website if also done so in the press
- When no press release is involved, no full names will be posted on social media
- No easily-identifiable photographs of Year 7s will be posted on Social Media
- Images used on the website and social media can be removed immediately if any problems arise - please contact **kreed@penrice.org.uk**
- Unless 'opted-out', the school will assume agreement for their child to be featured on social media, under the same remit as the website and wider press permissions.

If you wish to amend your child's permissions when it comes to featuring in the school's associated media outlets, please contact enquiries@penrice.org.uk with your requests.