

Old Clee Primary Academy

'Inspired to Believe, Learning to Succeed'

Social Media Code of Conduct



Approved by: Head Teacher

Date: 19th March 2025

Last reviewed on: March 2025

Next review due by: Spring 2026

Our Facebook/Twitter Page Intent

Our intent is to grow our Academy and communities understanding of social media and to make connecting with our Academy more convenient. We wish our content to be more accessible and to tap into the knowledge and support base of our parent community. Our Academy's Facebook and Twitter pages allow our community to keep up to date with activities through a medium preferred by many. The pages will allow us to show you the wonderful activities in our Academy that the children take part in and keep you up to date with future events. But overwhelmingly, our Facebook and Twitter pages are a place where we build our community by building Academy spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our Academy community great.

Our Code of Conduct

Using Real Names

All users interacting with the Old Clee Primary Academy Facebook or Twitter pages, by either liking, sharing or commenting on posts must do so using a Facebook or Twitter account that clearly identifies them by their real name.

Raising Issues and not Including Names

Old Clee Primary Academy wishes to remind the community that some things are best dealt with privately and our Facebook and Twitter pages are not for use for complaints. Issues involving any of the students, school or staff must not be raised in the Facebook or Twitter pages. We also ask that you do not use the names of our teaching or support staff or students in any comments.

How to Interact with the Facebook/Twitter Pages

Initially, users will be able to comment on the Academy's postings and on comments by other users. Users will also be able to "like" a post, share or comment by clicking the relevant buttons. Users will not be able to author a posting of their own or load social media such as videos or photos. Any negative comments will be removed.

Underage Facebook/Twitter Users

Old Clee Primary Academy does not endorse children under the 13-year-old threshold imposed by Facebook/Twitter to create their own Facebook/Twitter account.

Friending Teachers on Social media

Our teachers operate under a code of conduct that states that they are to maintain a professional relationship with students and parents and refrain from social media interaction. Please do not seek to friend our teachers or support staff.

Moderation and Block Listing

Old Clee Primary Academy reserves the right to set the strength level of Facebook/Twitter profanity filter and to add additional words and names to the page's blocklist.

Actions Resulting from and Breaches of the Code of Conduct

Old Clee Primary Academy reserves the right to ban any user from interacting with its Facebook/Twitter pages for breaches of the Code of Conduct

Ratification

Date ratified by the Head Teacher: March 2025

Date of last review: March 2025

Next review date: Spring 2026

Signed by Head Teacher:

Date: 19th March 2025