

FOXHILL PRIMARY SCHOOL AND FOX CLUB

GDPR: SOCIAL MEDIA POLICY

Context

School staff routinely take photographs and videos of children working, of School events and children's achievements as a form of celebration and these are displayed in School or on the website. School also include a lot of information about organisation and events on the website in order to advertise and promote. These are not seen by as large an audience as we would like, so School will set up a Facebook page to advertise, inform and celebrate life at Foxhill.

Roles and Responsibility

Initially the Administrative Assistant will take responsibility for setting up the page and posting. Some of these posts will have content provided by staff. The GDPR leader, Headteacher and Deputy Headteacher will also have access to the account for Safeguarding and as part of GDPR risk-assessment.

In a second phase we will move to Teachers having access to the account and being able to post weekly about something happening in class.

All staff involved in posting will be familiar with the children who cannot be included, as per parental GDPR consent.

Measures

- A designated Ipad will be used to post to the Facebook site.
- Other staff can air drop photos to this designated Ipad.
- Photos will be stored on this and deleted once used.
- The designated Ipad will be password protect by the Administrative assistant who uses it.

Permissions

Staff will be given a specific permission form to indicate their permission for photos and their name to be used on Facebook posts. (Mr/Mrs/Ms/Miss & surname).

Parents will be given a specific social media form to indicate their permission for their child's photo and first name to be used in social media posts.

The ability for people to comment on posts will be removed so that tagging and parental comments cannot take place.

Photos of children will not be posted until permission has been collected, allowing for a period for Parents to follow the page and receive information via it.

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Retention

Staff or children who have left School will have their photos removed.
A 6 month removal of posts will take place to keep the page current.

Diary of posts

A schedule of monthly plan of posts will be arranged between the Headteacher and administrative assistant to plan the School's digital footprint. The diary could, but not exhaustively, include:

- Link to diary dates
- Reminders of School events
- Special assemblies
- Seasonal events
- Competitions won
- Available places in year groups
- Aspects of School life
- Weekly update from classes

Appendices - Permission letters

Dear Staff

School intend to set up a Facebook page to advertise, celebrate and inform Parents and the wider community of aspects of School life.

Please indicate whether you give permission for the following.

I give permission for my photograph and name (including title and surname) being posted on the School's Facebook page.

Yes

No

Name _____

Signed _____

Date _____

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Dear Parents

School intend to set up a Facebook page to advertise, celebrate and inform Parents and the wider community of aspects of School life.

Whilst you may have given verbal permission for your child being included on the Fox Club Facebook page, we would now like to extend and formalise permission for the Foxhill Primary School page.

Please indicate whether you give permission for the following.

I give permission for my child's photograph and FIRST NAME ONLY being posted on the School's Facebook page.

Yes

No

Please return to School ASAP so we can start sharing.

Name _____ Signed _____

Child's Name _____ Class _____

Date _____

Reviewed:	July 2023
Approved at the Governors meeting on:	13th July 2023
Signed:	R Hainsworth
Date of next review:	September 2024