HWCE Social Media Guidelines

In order to promote the school and increase engagements/website visits, High Wycombe Church of England School has subscribed to various social media platforms* which staff** will be expected to post to regularly. Therefore, staff should adhere to the following guidelines, in order to ensure the safety of both themselves and the children of the school.

The following guidelines should be read in conjunction with the school's Child Protection Policy and E-Safety Policy:

- Staff must ensure that only children with written parental consent are included in the post (this is the responsibility of the person making the post and none other).
- Staff must ensure that all children in the post are appropriately dressed (this includes when children are in school uniform and/or in other clothes on educational visits etc.).
- Staff must ensure that all posts have a reasonably detailed, informative caption that explains what the post is about/what is happening in the post.
- Staff must ensure that the captions on their posts are written in an appropriate and friendly manner – the use of emojis and hashtags is encouraged.
  - Staff should proof-read their captions to ensure that they make sense and that there are no SPaG mistakes – twitter posts cannot be edited once posted.
  - If in doubt, a member of staff should get someone else to proof-read their caption.
- Staff must ensure that when they use hashtags in a post, they are relevant and not too long – this promote engagements from social media users that do not follow the school as they will be directed to our pages by following the hashtag.
  - The format for a hashtag is as follows: #learning
- Staff should encourage engagement with their post by asking questions that are telling viewers to comment below (e.g. What do you think of Year 2's fire engines?).
- Staff must ensure that photos/videos that they are including in their posts are of good quality
- Staff must ensure that any photos/videos that they post do not show/say any children's names that could be matched with their faces
- Staff must ensure that any photos/videos they post are from the same day or day before as social media should be current.
- Subject leaders are responsible for posting about their subject specific events (e.g. science week, international days etc.).
- Staff are encouraged to use different software (e.g. PicCollage, Boomerang etc.) in order to make their posts more interesting and increase engagement.

- Staff must ensure that they tag relevant external coaches, charities and locations in their posts when relevant.
- Staff must discuss any posts that are not related to their class with the SLT in order to ensure their safety and protect the reputation of the school (e.g. political movements, national holidays, current affairs etc.)
- Staff must not use the school social media accounts for personal use.
- Staff must not interact with any pupils, ex-pupils, parents or other members of the school community through social media platforms and/or social media messaging platforms (both the school's accounts and their personal accounts).

Any member of staff that does not adhere to the safeguarding areas in these guidelines will be subject to formal discipline procedures led by the Head Teacher and their post(s) will be removed (If the Head Teacher does not adhere to the safeguarding areas in these guidelines, will be subject to formal discipline procedures led by the Chair of Governors).

*FaceBook, Instagram, Twitter and YouTube (subject to change as new social media platforms emerge).

**This includes mainly teachers, but could also include LSAs and/or governors