



**Day-to-day responsibility for the governance of the school lies with the Board of Governors whilst the Chair of the Board of Directors holds ultimate responsibility.**

**This is a whole school policy and is written with the inclusion of the EYFS and boarding.**

## **1. Introduction to the Policy**

In line with the independent sector, Perrott Hill uses social media to share news and achievements from within the school community. We acknowledge that the widespread availability and use of social media brings with it opportunities to understand, engage and communicate with our parents and wider community in positive ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our core school ethos. The safeguarding of the children in our care will remain our number one priority.

This policy aims to inform staff and parents about the use of our social media channels and the strict guidelines under which they are used.

## **2. Purpose**

The purpose of this policy is to ensure:

- that all staff and parents are clear about the School's use of social media;
- that our strict guidelines are adhered to all times by anyone posting on behalf of Perrott Hill;
- that the safeguarding of our children remains at the core of all we do.

## **3. Why we use social media**

Perrott Hill is an open and inclusive community and we are very proud of the many achievements of our pupils. We use and update our social media channels regularly to make parents and the wider community aware of these achievements, as well as the more everyday – but no less significant – goings on within the school.

We will only post updates that are in the school context and are relevant to the school.

## **4. Consent**

All parents are asked whether they consent to images of their children appearing on the Perrott Hill social media platforms. For existing parents as of March 2017, this was done in the form of an email, the responses to which are stored securely in school. For joining parents thereafter, a Consent Form is sent out with their Contract. We will fully respect the wishes of parents wishing to restrict or refuse the use of images of their children on the school's social media channels, and will pass this information on to staff at external events.



### 5. Safer images checklist

In order to build a further safeguard, Perrott Hill adheres to the following checklist when posting images of pupils:

- all photographs of pupils are to go via the Director of Marketing and Communications (DoMC) before being posted to social media;
- even so, a copy of the list of permissions is made available to all staff via the DoMC;
- we will not identify any pupil by their full name;
- we will not use images that might embarrass or humiliate a pupil;
- we will only use images of pupils who are dressed appropriately; (at sports events, for example, we will not publish pictures of pupils in swimming costumes except for those taken in the water)
- where a parent shares a pupil image with the school for use on social media, the school reasonably assumes that parental permission has been given for all children in the picture.

There are children present at the school whose images must not be used on social media. Whilst every attempt is made by the school to ensure this in a wide range of situations, it is recognised that this policy cannot cover all eventualities. In the event that an unauthorised picture is posted on social media, staff or parents should advise the Headmaster and the school will work towards getting the image removed.

This policy should not be used to address issues where other policies exist to deal with them. It does not replace or take priority over the contents of such other policies but is intended to both supplement and complement them.