



JC Preparatory School Social Media for Parents Policy

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Date: January 2018

Policy review: January 2019

This policy has been written to help guide parents with the use of social media. It gives information on how JCP is using social media to communicate with parents and what are 'good practice' guidelines and E-Safety advice linked to the use of Social Media.

What is 'Social Media'?

Social Media is a vehicle for interacting with others online, such as Facebook, Twitter, messaging, VLE blogs and online discussion forums. These bring opportunities to understand, interact and communicate with audiences in new and exciting ways. It is important that people are able to use these appropriately and safely.

Communication

JCP use a variety of different ways of communicating with parents. These include daily opportunities for face to face contact, email updates, school website, parent consultations, informal parent/teacher meetings, phone calls and also through the PTA and school "Parent Reps". In addition to this we use social media to share updates and information with parents and the wider community. You can like us on www.facebook.com/jerseycollegeprep/ or follow the links from our website. Our Twitter account is linked to Facebook. You can follow us on Twitter [@JCollegePrep](https://twitter.com/JCollegePrep)

The purpose of using social media as a way of communicating with parents is to provide quick and relevant information about school life. It is not intended as a forum for parents to seek clarification about school events and messages will not be responded to through social media.

Please note that staff are advised not to become 'friends' with parents on sites like Facebook, as this can blur the professional boundaries.

What kind of information do we put on Social Media?

We use Social Media sites to publish information that is of general interest. We will aim to update with relevant information, without overloading parents, but giving them an insight to what we are doing in school.

Social media information does not replace information sent out in Newsletters, email or information given via letters or the JCP website. It supports these methods of communication and allows the school to post on a regular basis with more general updates (e.g. updating a school netball score, what happened during a class trip, updates during the Y6 French Trip). We will not publish identifiable photographs of children unless permission has already been given.