TATWORTH PRIMARY SCHOOL
ONLINE CODE OF PRACTICE
RESPONSIBLE USE OF SOCIAL MEDIA AND
ACCEPTABLE USE IN RELATION TO THE WORK OF THE SCHOOL

Tatworth Primary School recognises the value of social media in supporting the work of the school. We know that social media represents a fundamental shift in the way we communicate with each other at work, home, and school. However, it is important that as users of social media, everyone understands the consequences as well as the benefits.

Tatworth Primary School recognises that individuals are entitled to express themselves freely and that there are enormous benefits associated with parents using social media in support of the school.

Social media can:

• Facilitate parental involvement in the life and work of the school
• Enhance communication between the school and parents
• Challenge traditional models of communication, making contact and dialogue easier
• Enable parents to collaborate online

When communicating, posting, or agreeing to comments electronically, we ask that everyone considers the impact this may have on children, staff, and other parents.

If anyone identifies themselves as members of the school community they should not act in a manner which might unintentionally bring the school or PAFOTS into disrepute. Everyone should be aware that posting certain information or comments about the school, other parents, staff, or children, may have unforeseen negative consequences for individuals and for the reputation of the school.

Tatworth Primary School respectfully asks everyone not to make comments of an abusive, harmful, or offensive nature about individuals.

Please consider the following questions before posting materials online:

• Might this comment reflect poorly on you, the children who attend the school, teaching staff, or other parents in the local community?
• Are you confident that the comment, if accessed by others (parents, teachers, young people, members of the wider community) would be considered reasonable and appropriate?
• Is your intention to post this material driven by personal reasons?

It is important to bear in mind that electronic messages are not anonymous and can be tracked and remain indefinitely on the internet. Social media sites archive content posted, even when deleted from online profiles. Once information is placed online, the author no longer controls it.

Thank you for your continued support in using social media appropriately to maintain the highest standards of communication in relation to the work of the school.