Hamp Nursery and Infants School

Facebook page Policy 2026/2027

Introduction

The Hamp Nursery and Infants School Facebook page (known as the page from here-on) is run in by the school. It is managed by the Headteacher and the School Business manager, with the support of the Senior Leadership team. This team will be the authorised administrators (known as HNIS FB admins from here -on).

The page is designed to:

- Inform, engage and communicate with parents, carers and other interested parties.
- Recognise, celebrate and promote the work of the school and its students.
- Communicate and reinforce school policies and good practice.
- Publicise school events, and increase awareness about school fundraising.
- Use Facebook as a means of marketing the school to a wider audience.

Postings will include updates on everyday school life, activities, clubs, events, useful information and websites, advice, suggestions, songs, books and photos of activities & invite you to read more about the alert on our webpage.

Everyone at Hamp Nursery and Infants school has a responsibility to protect the reputation of the school, and to treat colleagues, pupils and their families with professionalism and respect.

School staff are also entitled the same protection and respect.

Posts and Comments

The HNIS FB admins. will be responsible for updating the page on a regular basis. They will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the school vision statement at all times. School does not expect that they work on the page outside of their normal working pattern.

All parents and carers are also welcome to like & share. We would request that they do so in a similarly positive, respectful and constructive manner.

If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on the page timeline and encourage them to speak directly to the Head/Class teacher. School staff are instructed not to respond to any individual comments of this kind, but to report them to the Head teacher, to discuss the appropriate time and type of response.

Under no circumstances should any child/children be named or described on the page. This is due to data protection and the legal responsibility we have to keep the children safe.

Photographs and videos

Parents are asked to fill in a permission form for the school to use their child's

photograph on school publicity materials including the media as part of our induction, annual permission slips.

Only authorised administrators have permission to upload photographs and videos on to the page. This is because they are aware of the parental permissions held by the school.

No-one else is permitted to post any photographs or videos on to the page. The setting allowing people to post or tag photos will be turned off.

No children will be tagged or named in relation to a photo directly on the page. However, there may be links to the school website or to third party articles (e.g. Express & Star News) where children may be photographed and named.

Site moderation

The page will be moderated regularly by administrators that are authorised by the Head Teacher.

All visitors to the page are asked to inform the Head Teacher / office of any inappropriate comments, behaviour or concerns they have relating to the page.

The page profanity filter will be set to 'strong'.

We encourage parents and carers to view regularly the page. The Facebook private message facility will be turned off.

Misuse

In the event that an inappropriate or offensive comment is made it will be recorded by an administrator (screen shot) and brought to the urgent attention of the Head Teacher & if necessary passed to designated safeguard lead, the police & or the First Response Safeguarding Team.

The Head Teacher will speak to the individual(s) involved and explain the purpose and ethos of the page, and why their comment / behaviour is inappropriate or offensive. We will ask the individual to remove the posting. Ultimately, the administrators reserve the right to remove any comments that are deemed inappropriate.

In the event that a child is described or named (whether in the main post or within comments), it will be recorded by an administrator (screen shot), immediately deleted and brought to the urgent attention of the Head Teacher.

In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Head Teacher will respond accordingly. The response will depend on the content of the post but may include contacting the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies. In extreme case then an immediate ban will be placed.

If any individual repeatedly makes inappropriate comments (two times or more), the HNIS FB admins have the discretion to ban the offending individual from the page and

(where appropriate) report the offender to relevant external bodies.

Restrictions

The page is designed as a communication tool to engage with parents and carers. It is therefore restricted to people over 18 years of age.

Where a parent is under 18 years old, permission will be granted at the discretion of the Head Teacher.

The Head Teacher also has the discretion to remove or ban any followers that are known to be under 18 years old.

Access to Face Book is restricted in school, for all pupils and staff, with the exception of the HNIS FB admins. when they are working on the page. Employed staff of the school are to use the website to view school updates during time in school i.e. the working day & not attempt to access the Facebook page.

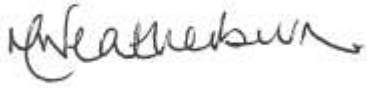
The HNIS FB admins. will ensure they are accessing the page in a secure environment free from children and teaching responsibilities.

The school Facebook page is designed to be a positive and promotional tool, and will be monitored by the Governors of the school. The Governors reserve the right to withdraw Face Book as a school resource should there be any ongoing misuse or negativity impacting on the school, pupils or staff.

Written by: Head teacher - Mrs Mary Weatherburn – Autumn Term 2024
Reviewed: Autumn term 2025 – no changes made.

Approved by: Chair of Governors on behalf of the Governing body –

Mrs Michelle Martin – Autumn Term 2024

Review Date: In line with any statutory changes.