**King’s Park Secondary School Parent Partnership**

**Social Media & Digital Policy**

**AIMS**

While **King’s Park Secondary School Parent Partnership** uses social media to conduct some aspects of its activity and communications, it is aware of its responsibilities towards the school community when using all forms of media. This policy sets guidelines for **KPSSPP** members, group moderators, parents, guardians, and carers of pupils on using media sensibly, rationally, and respectfully. It includes the procedures for dealing with unacceptable behaviour.

This policy relates specifically to the**KPSSPP** activity and is unrelated to any school social media policy.

**How we use social media & digital platforms**

**King’s Park Secondary School Parent Partnership** uses the following platforms:

* Facebook Pages – to publicly communicate news about the school and promote our activities
* School Website (Parents’ pages)
* Twitter – to publicly communicate news about the school and promote our activities and news and share with the Parent Forum. This may include agenda items for meetings.
* Mail Chimp – e-newsletter promoting activity, stores mailing list
* WhatsApp – communication between **KPSSPP** members – administrator – Chairperson
* Eventbrite – events promotion and registration
* Zoom – online meetings & webinars
* Google Drive – store and share documents, use Google Forms and MS Team for surveys
* Canva – to create graphics

All channels are managed by **KPSSPP** Chairperson and office bearers, with the assistance from assigned moderators on our Facebook Groups.

**Posts**

Examples of posts include events, Parent Forum specific information, Education Services updates, messages relating to schools & education, sharing useful resources, video content etc.

Posts involving marketing or promoting business are moderated and decided by **KPSSPP** Chairperson and office bearers.

**Names and Photographs**

Names or photographs should not be posted unless permission is granted by that person or the child’s parent / carer.

**Acceptable Behaviour**

Comments posted online on any of the above platforms which are deemed to be abusive, bullying or threatening will be removed by an administrator and/or a warning issued. If there is repeated abuse of a social media platform, the offender will be removed and blocked. If on a third-party service (e.g. Twitter) the author will be reported to the service provider.

**KPSSPP** members represent **King’s Park Secondary School Parent Forum** so, by extension, **KPSSPP** members should not post any derogatory comments about fellow **KPSSPP** members or **King’s Park Secondary School Parent** **Forum**, Glasgow City Council staff (including school staff), other parents/carers or pupils on any social media or digital channel.

**Guidelines**

Members of the **KPSSPP** and those using the above social media platforms will use the following guidelines:

* They will consider the long-term consequences of what they post
* They will consider whether the post is sensible, rational, and respectful
* They will ensure that nothing is posted to bring **KPSSPP** into disrepute
* They will not post photos without permission.

**Review**

This policy will be reviewed annually to reflect the changing nature of digital channels and to ensure it remains up-to-date and is fit for purpose.

I confirm I have read and understood **KPSSPP** Social Media & Digital Policy and will act in accordance with it.

List of members who have read and understood the above and who have confirmed by email:

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| **King’s Park Secondary School Parent Partnership**  Member name | Date of confirmation | Agreement to policy |
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