



Friends of Orton Wistow School (FOWS) Social Media Policy

This policy is relevant to all within Friends of Orton Wistow School (FOWS) and is endorsed by the committee. This policy will be reviewed at each AGM to ensure that it remains appropriate to the Organisation and its volunteers needs.

This policy covers activity on Friends of Wistow School (FOWS) social media platforms which are used as a means of sharing information on FOWS events, outcomes and to encourage the school community to become involved in the life of the school. The policy exists to ensure that our social media output is as good as it can be and doesn't do anyone any harm.

How is social media used by Friends of Orton Wistow School (FOWS)

- The FOWS Facebook page [FOWS \(Friends of Orton Wistow Primary School\) | Facebook](#) is an open page used to communicate with members, promote events or elements of events, thank local supporters and canvass members' views. This page can be accessed by anybody.
- The FOWS Volunteers group is [FOWS Volunteers | Facebook](#) exclusively for the running of the association. It is used to recruit volunteers to support the PTA's activities,
- On Twitter @OWPSfows is an open page is used to communicate with members, promote events or elements of events, thank local supporters and canvass members' views.

Access to the social media used by Friends of Wistow School (FOWS)

- The FOWS Facebook page is an open page. This means it can be accessed by any Facebook user without permission being given by FOWS. Our FOWS Facebook page is managed by two PTA appointed administrators who post all updates. Members of the broader community can react to the information and post comments. They will also be able to message the administrators via private messenger.
- FOWS Facebook Volunteers page is a closed group meaning that you can apply to join but this will need to be approved by the PTA through our Facebook group administrator. Only approved members can see posts made to the group. However, once you are a member of the group, you can also post, and these will be seen by all other members of the group who have been similarly approved.
- FOWS Twitter page is also open allowing anyone with an interest to follow us and respond to one of our tweets. It is managed by a PTA appointed administrator who posts all updates.

Friends of Wistow School does not want to encourage inappropriate use of social media by children. No application to join our Facebook group will be accepted by anyone aged less than 13 years.

How is this monitored?

The social media output of Friends of Wistow School (FOWS) is monitored daily by the administrators. Friends of Wistow School (FOWS) reserves the right to delete or withhold any content from going live that does not adhere to our policy (see below). Friends of Wistow School also has the power to remove inappropriate content.

What are the responsibilities of people who have access to the organisation's social media tools?

The administrator's role is:

- General upkeep of the Friends of Wistow School social media pages.
- Informing parents of upcoming events and general promotion of the PTA.
- Monitoring content and responding to messages.



Usage that is not permitted

Friends of Wistow School (FOWS) social media pages do not allow any personal correspondence between members, is not intended for discussing any aspect of the school other than the Friends of Wistow School (FOWS) and its activities and should not be used to promote any business other than where this is done for the benefit of Friends of Wistow School (FOWS) and with its permission. Inappropriate posts, including any derogatory comment, can and will be removed by the administrator and Friends of Wistow School (FOWS) retains the right to ban any user who continues to make inappropriate use of the group.

What is inappropriate content?

Inappropriate content is defined as, but not restricted to, the following:

- Criticism of school policy, practices, or staff
- Obscenity, nudity, defamation or hate.
- Comments/posts that threaten to harm individuals, groups, or organizations.
- Endorsement or encouragement of illegal activities
- Multiple off-topic posts or repetitive posts that are copied and pasted.
- Personal information including but not limited to e-mail addresses, telephone numbers, mailing addresses.

Photographs

The Facebook groups of Friends of Wistow School (FOWS) allows members to post photographs. However, it is explicitly assumed that anyone posting a photograph will own the rights to the image and will have the permission of anyone featured to do so. Friends of Wistow School accepts no responsibility regarding ownership or permissions for any photographs posted by members of the group.

Application of this policy

By using the Facebook or Twitter pages of Friends of Wistow School you are accepting the terms of this policy. If you do not agree with any of the terms, please remove yourself as a member of the group.

Availability of this policy

This policy is publicly available through the website of Friends of Wistow School (FOWS) [Orton Wistow Primary School - Friends of Orton Wistow School \(FOWS\) \(owps.org.uk\)](http://Orton Wistow Primary School - Friends of Orton Wistow School (FOWS) (owps.org.uk)), and is referenced as part of the information stated on our Facebook Group pages

Changes to the policy

The Committee reserve the right to change its Policy to maintain consistency with current best practice and the needs of the organisation. This policy will be reviewed annually by the Friends of Orton Wistow School committee at the AGM but may be amended at any time at the discretion of the current elected committee.