Sacred Heart offers a holistic education embracing the intellectual, spiritual, emotional, social and physical development of all students.

Social media use affiliated with Sacred Heart Highgate is to promote positive relationships, connection and support for our families.

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SOCIAL MEDIA GUIDELINES

Sacred Heart Primary School Highgate

GUIDELINES

- The school crest (and/or any logos associated with the school) may not be used without the express permission of the Principal, or as delegated by the Principal.

- Approval to use 'Sacred Heart Highgate or 'SHPSH' in a group's title must be sought from the Principal. Approval will be granted on the condition that the guidelines contained are understood and agreed to. Any social media group (e.g. Facebook) or messaging group (e.g. WhatsApp) requires a member of the Leadership Team to be included.

- Parents/guardians should familiarise themselves with the privacy and security settings and terms of use for the relevant social networking application.

- All page privacy settings should be set to 'secret' or 'private' to comply with privacy regulations applicable to the school.

- Year group pages must be open to all parents or guardians of that group. For privacy, it is essential that these pages must only be open to parents or guardians of that class. Therefore, grandparents, aunts and uncles, significant others, and extended family members or friends cannot be linked to a class page/group or site (unless they are a designated guardian).

- Parents can access parent lists for their year group via their Class Representative. For privacy, please ensure that this information remains confidential.

- The page administrators will be the current year Class Representatives. Previous Class Representatives only remain active in the role until the new liaison representatives are appointed.

- All posts and joining must be cleared by at least one administrator who will ensure that posts or sign-ups are appropriate, including checking requests to join against parent lists and ensuring posts are appropriate. The post must also be relevant to the ethos of the page.

- Under no circumstances should images of students or student names be posted.

- Year group pages must not be used to promote anything unrelated to Sacred Heart Highgate such as business or charity causes. These should be managed via personal communications.

- Year group pages must only be used for content related to the whole group and/or the school. Content specific for individual children or families should be directed to the school administration.

- The Year group page's primary objective is to promote connection and support within a year level. Any other purposes must be kept to personal pages.

- Year group pages are not forums to raise parental concerns as these should be directed to the school via the appropriate channels such as classroom teachers and school administration. Examples may include issues regarding homework, schoolwork or classmates. It is up to the individual with the concern to raise it directly with the school. It would be appropriate for the Class Representative to direct the individual to the appropriate Sacred Heart Primary School point of contact.

- By accepting an enrolment at Sacred Heart Primary School Highgate, parents are agreeing to abide by and be held accountable to Sacred Heart policies regarding both the handling of parental concerns and the use of social media to communicate with other Sacred Heart Highgate families.

- Formal school communications such as letters, team lists and formal documents should not be posted on social media sites. Extracts of information to remind parents of events or important occasions can be shared within social media sites such as reminding parents of special dress-up days, school fundraising or friend-raising events.

- Parent Representatives are undertaking a volunteer role and are not required to act as a conduit to the school on behalf of a year group.

- Year group pages across the school are encouraged to use their platforms to share ideas and information which promotes and builds positive and supportive relationships for the Sacred Heart community.

Developed: 2021

Next Review: 2022