

Our Lady of Mercy Catholic Education Trust



St Anthony's Girls' Catholic Academy

Policy type:	School
Policy:	Social Media Policy (Staff)
Ratified by MAT Directors:	December 2019
Head Teacher signature:	<i>M. Shepherd.</i>
Chair of Directors signature:	<i>Shepherd.</i>
Review Date:	December 2020
Ownership:	M. Shepherd (Head Teacher)

St. Anthony's Girls' Catholic Academy Social Media Policy – Staff

This policy is written taking into consideration our Mercy ethos, local and national advice and guidance.

The St. Anthony's website is the default home for all St. Anthony's web content, but sometimes there are better ways to meet the communication and engagement agenda by providing content elsewhere.

St. Anthony's has several official social media channels including Twitter.

From time to time we will also need to create a new St. Anthony's branded channel or tool using an existing social media site in order to take advantage of new engagement opportunities. This policy has been written in line with our Mercy ethos and taking into consideration related policies and national guidance.

The Head Teacher is responsible for all St. Anthony's online content. Staff who are considering establishing a new St. Anthony's branded social media channel need to consult the Head Teacher in advance.

General principles:

- The Head Teacher working with the Deputy Head Teachers manage the official St. Anthony's website and twitter accounts;
- to increase security around these social media channels, only the S L T and a member of the admin. staff have access to account passwords, which should be changed regularly;
- Individuals create content for the website accounts, but to ensure consistency, editorial balance and quality only mwmbwea of the admin staff posts content on website with SLT approval.

Social Media Accounts:

- Departments/individuals should not set up official St. Anthony's social media accounts without first consulting the Head Teacher;
- The launch of a new St. Anthony's branded social media account must have the backing of the Head Teacher;

- Where possible links should be made back to the St. Anthony's website;
- This member of staff coordinates replies to incoming messages and monitors the account daily;
- Staff should not access personal social media accounts during work hours;
- All communication via social media must be in line with all e-safety and safeguarding policies and principles.

Twitter content principles:

- Tweets are about issues of relevance today or events/opportunities coming soon;
- Tweets should be factual and in line with the academy ethos.

Facebook content principles:

- Content should be linked to the work of the academy;
- Content should be in line with academy ethos and be monitored daily.

This policy is reviewed annually by the governing body during the autumn term of each academic year.