



Marches Academy Trust

Date of Policy: September 2015

Social Media Policy

Social Media Use:

Guidance and moderation information for
our social media channels

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1. Social Media Policy

The Marches Academy Trust realise that social media and networking websites have become a regular part of everyday life and that many people enjoy membership to sites such as Facebook and Twitter.

2. Guidance and Moderation

The following policy has been designed to provide information about how the Marches Academy Trust and schools within the Trust use social media and how it is moderated.

Our aim is to inform members of the school community and the wider local area, through as many communication channels as possible, about what is happening within the Trust and schools. Social Media forms part of the Trust's Marketing and Communications Strategy.

- Our social media channels supplement the information we publish on our website and in our newsletter.
- We can remind people of important events and alert our followers instantly to breaking news i.e. school closures due to snow.
- We can link to interesting and useful information about the school published by other people.
- We can better communicate with those using mobile devices.

Parents and students are made aware of the school's social media accounts and asked to write to the Headteacher if they do not wish for their child to be referenced to online.

3. Facebook

School Facebook pages are managed by the Marches Academy Trust Marketing Department.

Facebook pages are used to highlight news and school announcements.

Comments posted on and messages received on the Facebook page are views of individuals and do not represent the views of the school or Trust.

Social media moderation policy

School Facebook pages are reactively moderated. We cannot accept responsibility for the content of any comment.

We reserve the right to remove comments received on Facebook that:

- Contain abusive, obscene, indecent or offensive language, or link to obscene or offensive material
- Contain swear words or other sorts of profanity
- Are completely removed from the topic of conversation or are not relevant to the item posted on the wall
- Contain abusive language towards an individual involved in the thread, other organisations or the page administrator

- Constitute spam or promote or advertise products, except where it is for an event, publication or similar item that has direct relevance to the subject of discussion. Information about locating and sharing knowledge and expertise is welcomed, but within the specific discussion
- Are designed to cause nuisance to the page administrator or other users

For serious and/or persistent breaches of the moderation policy, we reserve the right to prevent users from posting further comments.

4. Twitter

School Twitter accounts are managed by the Marches Academy Trust Marketing Department.

If you follow our schools, you can expect regular tweets covering:

- News and press releases
- Statements
- New photos
- Retweets of notable announcements
- Occasional live event coverage

If we follow a Twitter account it does not imply any kind of endorsement.

@ messages and direct messages

We review all @ messages daily and re-tweet where we feel applicable.

We also will not normally reply to direct messages. The limitations of Twitter's format means that we would not be able to give you a full and useful reply. We, therefore, ask that in these instances you contact the school using the contact form on the website.

5. YouTube

School YouTube Channels are managed by the Marches Academy Trust Marketing Department.

They are used to publish videos covering school events, productions, updates, news and general promotion.

Comments posted on YouTube are the views of individuals and do not represent the views of the Trust.

We cannot accept responsibility for the content of any comment, but we reserve the right to disable the comments section of a video if it contains abusive, obscene, indecent, offensive or threatening language.