

AMCS Social Media Guidelines



What is the purpose of an AMCS Social Media presence?

Frog, our school VLE, provides a centralised portal for staff, pupils and parents to exchange information about specific school matters; teaching and learning, resources, homework, extra-curricular activities, assessment, behaviour, training and transition to name a few.

A Social Media presence allows us to share the highlights of the AMCS experience with other communities; individuals, schools, organisations and businesses all over the world. It enables us to broadcast our achievements to a wider audience whilst simultaneously creating opportunities for new learning experiences, collaboration and discussion.

Who can post?

Access to AMCS Social Media accounts is limited to designated members of AMCS staff, from specified devices. Miss Houghton (Headteacher) has overall responsibility for AMCS' Social Media presence.

What can they post?

AMCS' Social Media posts provide our stakeholders with updates relating to school activities, achievements and trips and other useful information such as details of school closures and reminders of parent or community events.

Who is accountable?

The designated members of staff have responsibility for monitoring AMCS Social media accounts and bringing any issues to the attention of Miss Houghton. They must ensure that account details are kept secure and that the content of their posts is appropriate and does not compromise the reputation of the school or safety of our pupils.

What measures will we take to ensure that AMCS Social Media has a positive impact?

- Identifiable photos of pupils will not be posted by AMCS.*
- Staff are mindful that pupils retain the copyright to their work and that to post work online will compromise ownership. We recommend that exemplars made by staff are shared online.
- All other AMCS safeguarding, data protection and confidentiality guidelines apply.

*Whilst we make every effort to ensure identifiable pictures of pupils do not feature in our feed we cannot manage or be responsible for the actions of other Social Media users.

If a pupil and a member of staff both engage with AMCS Social Media feeds, a channel of communication is created which contravenes the ICT Acceptable Use Policy in reference to interacting with pupils via Social Media. Staff are advised to make their personal profiles private. Alternatively, staff could create a 'work' profile, for example under the name 'Miss Houghton'. Staff are advised to avoid posts or comments that refer to specific matters relating to the school and members of its community. Staff must uphold the reputation of AMCS at all times.

How will users interact on Social Media sites? What levels of security/interaction will we impose?

The AMCS Twitter account does not 'follow' anyone and therefore the public profile and timeline mostly contains tweets posted by AMCS.

Twitter users will be able to **reply** to our tweets, **retweet** (forward) our comments, mark them as a **favourite** and **'tag'** AMCS by including our @username in their tweets. These posts will also appear in the AMCS feed.

A **hashtag** is any word or phrase with the # symbol immediately in front of it. This symbol turns the word into a link, to make it easier to find and follow a conversation about that topic.

How will we publicise our Social Media presence?

Links to our Social Media sites are embedded within the school website and VLE and can be included in staff email signatures and printed onto letters home.

For further information please contact the school office on 0161 219 6699 or admin@abrahammoss.manchester.sch.uk.