**Lunt’s Heath Parent, Teacher and Friends Association (PTFA)**

**Social Media Policy**

This policy explains how the Lunt’s Heath PTFA association uses social media. It is available and applies to all members (parents, guardians, staff and approved ‘friends of’) of our association.

**Details of the social media used by our association**

Lunt’s Heath PTFA administrates the use of:

* **A Facebook Group (closed to members)**
* **A Facebook Page (public)**
* **An Instagram Account (public)**

Lunt’s Heath PTFA also shares information and acts as a representative on:

* **Whatsapp Parent Year Groups**

**Access to the social media used by our association**

**Facebook Group (closed to members)**

The Lunt’s Heath PTFA Facebook group is a closed group. This means that individuals can apply to join but this will need to be approved by the PTFA through the Facebook group administrators. Individuals requesting to join the closed Facebook group are required to answer a selection of questions to allow administrators to make a judgement on eligibility. Only approved members can see posts made to the group. However, once a member of the group, individuals can post and these posts will be seen by all other members of the group who have been similarly approved. Other group members will also have the ability to comment on these posts.

**Facebook Page (public)**

The Lunt’s Heath PTFA Facebook page is an open and public space. This means it can be viewed by any Facebook user without permission being given by Lunt’s Heath PTFA. Restrictions have been put into place to disable the ability to comment on a Facebook page post. This is to remove the risk associated with allowing open commenting. The page is in operation to allow Lunt’s Heath PTFA to share open events and to give thanks to people and businesses outside of the PTFA membership.

**Instagram (public)**

The Lunt’s Heath PTFA Instagram page is an open and public space. This means it can be viewed by any Instagram user without permission being given by Lunt’s Heath PTFA. Restrictions have been set up to disable the ability to comment on a PTFA Instagram post, to remove the risk of open commenting. The Instagram page is in operation to allow Lunt’s Heath PTFA to share wider PTFA events and to give thanks to people and businesses outside of the PTFA membership.

**Whatsapp Parent Groups (closed to invited participants)**

Lunt’s Heath PTFA’s presence on the parent Whatsapp year groups is not from an administrative position but as parental representatives between the PTFA association and the school. Lunt’s Heath PTFA is not responsible for the conduct and content of the Whatsapp group. Lunt’s Heath PTFA group representatives will, however, assist Lunt’s Heath school’s management team in moderating the Whatsapp groups, where deemed appropriate, by directing members accordingly to the Lunt’s Heath School Social Media Policy, by which it is governed.

Any news or reminder messages sent from the PTFA will be labelled as a ‘PTFA Message’ accordingly to make a clear distinction between the views and position of the PTFA association and the PTFA parent/member.

**Permitted members**

The Facebook group of Lunt’s Heath PTFA is only intended for members of the association – these being the parents, teachers, staff and approved ‘friends’ of Lunt’s Heath school. Regulation is carried out through this being a closed group and members needing to gain permission to join from the PTFA’s Facebook group administrators.

Lunt’s Heath PTFA 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.

The Lunt’s Heath PTFA Facebook page and Instagram account are both public. Posts can be viewed and shared by anyone using these social media platforms.

**How this is used by our association**

Lunt’s Heath PTFA uses its closed Facebook group exclusively for the running of the association. It is used to communicate with members, promote events or elements of events, to recruit volunteers to support the PTFA’s activities, to develop a stronger community through discussion, to share good news and to canvass members’ views.

The Facebook and Instagram pages are in operation to allow Lunt’s Heath PTFA to share open events and to give thanks to people and businesses that support the association.

**Usage that is not permitted**

The various social media platforms used by Lunt’s Heath PTFA are not intended for:

* Derogatory comments towards any other members or pupils
* Criticism of school policy, practices or staff
* Obscenity, nudity, defamation or hate
* Promoting businesses unless with permission from the administrators

Inappropriate posts will be removed by an administrator. The PTFA retains the right to ban any user at any time, particularly any who continue to make inappropriate use of the group.

**Photographs**

You may sometimes be invited to share photos of your child enjoying/participating in a PTFA or school led activity on the closed Facebook group. It is your choice, as the child’s parent/guardian, whether or not to share a photo of your own child. If another child is in a photo you intend to share, this must ONLY be shared with the parent/guardian’s explicit consent. We promote the school’s advice in keeping children safe online, by reminding and encouraging parents to not post photographs of the children in their school uniform or stating their names to help us to keep our children safe online.

It is explicitly assumed that anyone posting a photograph will own the rights to this image and will have the permission of any one featured. Lunt’s Heath PTFA accepts no responsibility regarding ownership or permissions for any photographs posted by members of the group

**Application of this policy**

By using the Lunt’s Heath Facebook group, 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 Lunt’s Heath school ([www.luntsheathprimary.co.uk](http://www.luntsheathprimary.co.uk)) and is made available on each of the PTFA administrated social media platforms for all members and users.