



EXWICK HEIGHTS PRIMARY SCHOOL
Exwick Lane, Exeter, EX4 2FB

SOCIAL MEDIA POLICY

Introduction

Exwick Heights Primary School PTFA has a Facebook page. Please click on the links to like the pages and stay up to date with all PTFA news and events.

https://www.facebook.com/groups/1396339051281866/?ref=share_group_link

Please make sure to read our [Data Retention, Protection and Data Privacy Policy](#) and this [social media Policy](#) before posting on this site:

What is this policy and why do we need it?

This policy covers activity on Exwick Heights Primary School PTFA's Facebook page which will be used as a means of sharing information on PTFA events, outcomes and to encourage the school, and wider, community to become involved in the life of the school. The policy exists to ensure that our social media output is as good as it can be and doesn't do anyone any harm.

Who can post to social media?

Our social media pages are managed by PTFA appointed administrators who post all updates. Members of the broader community can react to the information, share and post comments. They will also be able to message the administrators via private messenger.

How is this monitored?

The social media output of the PTFA is monitored daily by the administrators. The PTFA reserves the right to delete or withhold any content from going live that does not adhere to our policy (see below). Exwick Heights Primary School also has the power to ask for inappropriate content to be removed.

What are the responsibilities of people who have access to the organisation's social media tools?

The administrator's role is:

- General upkeep of the PTFA Facebook page.
- Informing parents of upcoming events and general promotion of the PTFA.
- Monitoring content and responding to messages.

What is inappropriate content?

Inappropriate content is defined as, but not restricted to, the following:

- Criticism of school policy, practices, or staff.
- Obscenity, nudity, defamation or hate.
- Comments/posts that threaten to harm individuals, groups, or organisations.
- Endorsement or encouragement of illegal activities.
- Multiple off-topic posts or repetitive posts that are copied and pasted.
- Personal information including but not limited to e-mail addresses, telephone numbers.
- Photographs of any person who has not given their express permission.

Only photographs posted by PTA appointed administrators are allowed.

What are the consequences for breaching this policy?

Failure to comply with this policy could result in the removal of our Facebook page.

Updated December 2023