



Facebook Policy

Implemented: January 2025

Reviewed: May 2025 - May 2028

Agreed by GB May 2025

What is Facebook?

Facebook is a social media platform that allows users to create profiles, share information, photos, videos, and messages, and interact with others. Newton Hill's Facebook page is specifically designed to help connect with our families and the community in a professional and controlled environment.

Aims of Using Facebook

The purpose of the school's Facebook page is to:

- Celebrate student learning, achievements, and school events
- Enhance communication between the school and the community
- Share news and messages
- Promote school values, initiatives, and activities
- Foster a positive image of the school in the wider community
- Demonstrate a safe and responsible use of social media

What Is The Primary Use Of Newton Hill's Facebook Page?

The school will use its official Facebook page to:

- Share news relevant to students, parents, and the local community
- Post photos and highlights from school events, trips, celebration days as well as everyday class activities.
- Promote upcoming events, such as concerts, sports days, parent meetings, etc.

Which Pages Will Newton Hill's Facebook Page Follow?

Newton Hill Community School sees itself more as a distributor of information to those who follow it and not as a receiver of information. In order to protect itself from inappropriate content being distributed into its news feed, Newton Hill Community School will only follow other users who have clear benefits to the school (e.g. other educational establishments or organisations who work with children, local media). These will be decided on a case-by-case at the discretion of the Facebook page admin.

The school will not follow individual students, parents, or staff personal accounts.

Who Can Follow Newton Hill's Facebook Page?

At Newton Hill Community School we are fully committed to the safeguarding of all our children. Staff of Newton Hill Community School will not use personal Facebook accounts to follow Newton_Hill_Sch. The school Facebook account is a public account and therefore available for everyone to see.

Who Controls the Content and Is Accountable?

The uploading of content for the Facebook page will be controlled by and is the sole responsibility of the school account. The account holder must ensure that the posts they share are appropriate (see inappropriate content below).

Appropriate and Inappropriate Content

When sharing posts on the Newton Hill Community School Facebook page, all posts must ensure;

- Any children have permission from parents to be shared on the school social media page.

- No front facing photographs of children should be used.
- No reference to children's names including ensuring these are not on any work/books that are being shared.
- The photographs shared represent our school in the best way possible, ensuring the background or environments pictured are appropriate.
- Comments are individually turned off for each post, people can like/react to posts but they cannot make comment.
- Private messaging has been removed so the school can not be direct messaged through the school page.