

# KINGS FURLONG INFANT & NURSERY SCHOOL

*The Continual Pursuit of Excellence*



**Kings Furlong**  
Infant School & Nursery  
*Member of the South Farnham Educational Trust*

# SCHOOL PUBLICITY POLICY

REVIEW: ANNUALLY

LAST REVIEW DATE: 2023

# Kings Furlong Infant & Nursery School

## School Publicity Policy

This publicity policy is a strategic plan to help Kings Furlong School to communicate, establish and maintain communication with the public.

The core components of this publicity policy are:

1. Social Media
2. School Website
3. National and Local Newspapers
4. Television
5. Radio
6. Media in response to an emergency

### Part One: Social Media

Social media (e.g. Facebook, Twitter, Instagram, LinkedIn) is a broad term for any kind of online platform which enables people to directly interact with each other. However, some games, for example Minecraft or World of Warcraft and video sharing platforms such as You Tube have social media elements to them.

Kings Furlong School recognises the numerous benefits and opportunities which a social media presence offers. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media by Kings Furlong School, its staff, parents, carers and children.

Part One applies to all staff and to all online communications which directly or indirectly, represent the school. It also applies to such online communications posted at any time and from anywhere.

The school respects privacy and understands that staff and pupils may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

**Professional communications** are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

**Personal communications** are those made via a personal social media account. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy. Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

### **Roles & Responsibilities**

- **CEO of Trust**
  - Approve creation of new accounts
  - Create and review publicity policy in relation to social media
  - Taking a lead role in investigating any reported incidents.
  - Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required.

- Hold account details and passwords securely
- **Headteacher**
  - Facilitate training and guidance on social media use.
  - Implement publicity policy
  - Store account details, including passwords securely
  - Monitor and contribute to the account
  - Pro-actively monitor the internet for public postings about the school
- **Staff**
  - Ensure that any personal communication is carried out in line with publicity policy and any other relevant policies (including staff handbook and staff behaviour policy)
  - Attend appropriate training

### **Process for creating new accounts**

The school community is encouraged to consider if a social media account will help them in their work, e.g. a history department Twitter account, or a “Friends of the school” Facebook page.

The school must consider the following factors before discussing the creation of social media accounts with the CEO:

- The aim of the account
- The intended audience
- How the account will be promoted
- Will the account be open or private/closed

### **Monitoring**

School accounts must be monitored regularly and frequently (preferably 7 days a week, including during holidays). Any comments, queries or complaints made through those accounts must be responded to within 24 hours (or on the next working day if received at a weekend) even if the response is only to acknowledge receipt. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account.

### **Behaviour**

- The school requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.
- Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff. School social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Users must declare who they are in social media posts or accounts. Anonymous posts are discouraged in relation to school activity.
- If a journalist makes contact about posts made using social media staff must follow the publicity policy before responding.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.

- The use of social media by staff while at work may be monitored, in line with school policies. The school permits reasonable and appropriate access to private social media sites. However, where excessive use is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken.
- The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.

### **Legal considerations**

- Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.
- Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

### **Handling abuse**

- When acting on behalf of the school, handle offensive comments swiftly and with sensitivity.
- If a conversation turns and becomes offensive or unacceptable, school users should block, report or delete other users or their comments/posts and should inform the audience exactly why the action was taken.
- If you feel that you or someone else is subject to abuse by colleagues through use of a social networking site, then this action must be reported using the agreed school protocols.

### **Tone**

The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:

- Engaging
- Conversational
- Informative
- Friendly

### **Use of images**

School use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to.

- Permission to use any photos or video recordings should be sought in line with the school's digital and video images policy. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.
- Under no circumstances should staff share or upload student pictures online other than via school owned social media accounts.
- Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts. Students should be appropriately dressed, not be subject to ridicule and must not be on any school list of children whose images must not be published.
- If a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, they must delete it immediately.

### **Personal use**

- **Staff**

- Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy.
- Personal communications which do not refer to or impact upon the school are outside the scope of this policy.
- **Pupil/Students**
  - Staff are not permitted to follow or engage with current or prior pupils/students of the school on any personal social media network account.
  - The school's curriculum should enable the pupils/students to be safe and responsible users of social media.
- **Parents/Carers**
  - The school has an active parent/carers communication which supports the safe and positive use of social media.
  - In the event of any offensive or inappropriate comments being made, the school will ask the parent/carers to remove the post and invite them to discuss the issues in person. If necessary, refer parents to the school's complaints procedures.

## **Part Two: Website**

Our school website provides information on the following:

- background information on the school
- admissions information
- school curriculum
- school results and latest Ofsted report
- School services available to the public (e.g. facilities to hire)
- upcoming events
- information for parents (e.g homework, letters, newsletter, PFA)
- contact details
- news articles that celebrate the school's successes, especially pupil achievements.
- School term dates
- School announcements (e.g. school closure)

### **Roles & Responsibilities**

- **CEO of Trust**
  - Approve creation of updates to website
  - Monitor and contribute to Trust website
- **Headteacher**
  - Implement publicity policy in relation to website
  - Assign writers (can create but not publish), publishers (can create and publish) and administrators (can create, publish and authorise changes) for the website.
  - Monitor website content
  - Ensure website compliancy
  - Create and publish new content
  - Approve and publish new content created by writers
- **Staff**
  - Monitor relevant areas of website to ensure subject area/year group area are represented appropriately

## **Monitoring**

The school website must be monitored on a daily basis. Content will be uploaded as and when it is needed. This should be done in the school week. In the event of a school closure, a news article may be created at the weekend.

## **Part Three: National and Local Newspapers**

Local Newspaper for Kings Furlong School is Basingstoke Gazette. Contact details for the newspaper are: [newsdesk@basingstokegazette.co.uk](mailto:newsdesk@basingstokegazette.co.uk)

### **Roles & Responsibilities**

- **CEO of Trust**
  - Approve communication to newspapers
- **Headteacher**
  - Write press releases for newspapers and include the following:
    - the date the school released the story (the date line)
    - the contact person at the school if additional information or clarification is needed (contact line)
    - the date the story can be released to the public (the release line).
    - who, what, when, where, how, and why.
    - a personal note to the release, thanking the reporters for their interest in the school and for considering the article.
  - Ensure photo permissions if photos included

## **Part Four: Television**

### **Roles & Responsibilities**

- **CEO of Trust**
  - Approve any content appearing on television
- **Headteacher**
  - Write press releases for television channel
  - Ensure photo permissions of any children included
  - Organise appropriate space for recording

## **Part Five: Radio**

Radio announcements are a good way of communicating information quickly. For instance, in the event of a school closure.

### **Roles & Responsibilities**

- **CEO of Trust**
  - Approve any content appearing on radio
  - If appropriate, direct headteacher to speak on radio
- **Headteacher**
  - Write press releases for radio station
  - If directed to speak on radio, ensure prepared press release is used.

# Communication with media in an emergency

## Roles & Responsibilities

- **CEO of Trust**
  - School spokesperson
  - Provide factual written statements for the press and provide updates in cooperation with the police and external agencies
  - Ensure every member of the media receives the same information.
  - Ensure that reporters respect the sensitivities of those who are touched by the crisis.
  
- **Headteacher**
  - School spokesperson (if directed by CEO)
  - Ensure no reporters onto school site without permission.
  - Obtain staff/pupils' consent before agreeing to let them be interviewed.