

*‘Growing together,
Learning forever’*



Woodstone Community Primary School

Website and Social Media Policy

Date: September 2022

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1) **Purpose of Website**

Woodstone Community Primary School (WCPS) values the contribution that a website can make to the life and role of WCPS in a modern society. WCPS' website has 5 important roles:

- To promote the school.
- To provide information to prospective parents and teachers, the wider community, and the world.
- To act as a communication channel between teachers, parents, pupils, and school management.
- To improve pupil learning.
- To raise standards in teaching and learning.

2) **Policy Details**

This policy has been written in accordance with the guidance provided by government guidelines, which can be found online here:

<https://www.gov.uk/guidance/what-maintained-schools-must-publish-online>

A copy of this policy may be viewed on the website at:

www.woodstoneprimary.co.uk

3) **Safeguards**

At WCPS, the safety of children and other users who appear or are referred to on the published site is of paramount importance. WCPS will ensure the following conditions are met before any information is published online:

a) Child Protection Policy

WCPS operates the following policy on its website regarding the use of photographs, to ensure the privacy and safety of pupils at the school:

- Where pupils are named, only their first names and year group are given.
- Where a pupil is named, no photograph of that pupil is displayed.
- Where a photograph is used which shows a pupil, only a first name is displayed.

By observing these points, WCPS ensures that visitors to the website cannot link images of pupils to names of pupils.

WCPS follows a policy of seeking parents' permission before using images which show pupils on the website, social media account, school newsletter, or newspaper publications.

No other private information about pupils is ever published on the website such as surnames or contact details.

b) Website Privacy Policy

Adults have the right to refuse permission to publish their image on the site.

Any persons named on a web page can request their details to be removed.

Parents have the right to refuse permission for their child's work and/or image to be published on the site.

Those wishing to exercise this right should express their wishes in writing to the Headteacher, clearly stating whether they object to work, images, or both being published, to the site. Parents will be notified of this right by publication of this policy on an annual basis with an acknowledgement receipt attached.

c) Social Media Policy

Woodstone Community Primary School has a school Twitter account. The purpose of this Twitter account is:

- To promote WCPS.
- To provide information to prospective parents and teachers, the wider community, and the world.
- To act as a communication channel between teachers, parents, pupils, and school management.

Our Twitter account is secured by log in details which are only shared with teaching staff. No images are posted unless in accordance with both section 3a) and 3b) of our Website and Social Media Policy.

The use of WCPS' Twitter account is risk assessed.

4) Website Structure

The school website domain is:

<http://www.woodstoneprimary.co.uk>

The site is hosted on a server in Leicester by a company called Eduspot.

<https://eduspot.co.uk/about-us/>

There are two main sections to the site: -

- The front-end published site, which is available to anyone in the world with internet access.
- The private back-end site, which is available only to authorised members of the school community. Access to the private back end is controlled by username and password.

a) Access and Approval

Eduspot currently allows multiple users to access the back-end of the website through a password protected administration system. Users consist of teachers, pupils, administration staff, and governors.

WCPS only admits access to the back-end of the website with approval of the Headteacher. An up-to-date list of current users can be found in the Headteacher's office.

Users will not publish materials to the website unless authorised Headteacher/ Deputy Headteacher. With due regard to safeguarding, the Headteacher has overall responsibility for ensuring the content uploaded to the school website adheres to this Website and Social Media Policy.

b) Monitoring

Users will check material before it is uploaded to ensure that it is suitable and complies with this policy, the record of objections held by the Headteacher, and with copyright laws (as far as is possible).

New pages will be tested for errors immediately after installation.

Links to external websites will be checked thoroughly before being published to ensure they provide suitable content for their intended audience.

The web pages will be regularly reviewed for accuracy and will be updated as required. This review will occur annually. It will be the responsibility users, school management, staff, or authorised agents to ensure this happens.

c) Maintenance and Editing

Written instructions and manuals will be available and maintained by users, covering how to update the website. There are also numerous tutorial videos to advise and train those wishing to update and maintain the website at:

<https://eduspot.co.uk/>

WCPS users must provide training to new staff members on how to maintain and edit the school website.

5) Inclusion and Equity Statements

WCPS strives to be an inclusive school. We aim to make every feel included in each of our activities. We plan to make all our teaching fully inclusive. We recognise the entitlement of all pupils to a balanced, broadly-based curriculum. We have systems in place for early identification of barriers to

their learning and participation so that they can engage in school activities with all other pupils. We acknowledge the need for high expectations and suitable targets for all children.

At WCPS, we actively seek to encourage equity and equality through our teaching. As such, we seek to advance the equality of opportunity between people who share any of the following characteristic:

- gender;
- ethnicity;
- disability;
- religion or belief;
- sexual orientation;
- gender reassignment;
- pregnancy or maternity.

The use of stereotypes under any of the above headings will always be challenged.

6) **Website Disclaimer**

a) **Introduction**

This disclaimer governs your use of our website; by using our website, you accept this disclaimer in full. If you disagree with any part of this disclaimer, do not use our website.

b) **Intellectual Property Rights**

Unless otherwise stated, we or our licensors own the intellectual property rights in the website and material on the website. Subject to the licence below, all our intellectual property rights are reserved.

c) **License To Use Website**

You may view, download for caching purposes only, and print pages from the website, provided that:

- You must not republish material from this website (including republication on another website), or reproduce or store material from this website in any public or private electronic retrieval system;
- You must not reproduce, duplicate, copy, sell, resell, visit, or otherwise exploit our website or material on our website for a commercial purpose, without our express written consent.

d) **Limitations Of Liability**

The information on this website is provided free-of-charge, and you acknowledge that it would be unreasonable to hold us liable in respect of this website and the information on this website.

Whilst we endeavour to ensure that the information on this website is correct, we do not warrant its completeness or accuracy; nor do we not commit to ensuring that the website remains available or that the material on this website is kept up-to-date.

To the maximum extent permitted by applicable law we exclude all representations, warranties and conditions (including, without limitation, the conditions implied by law of satisfactory quality, fitness for purpose and the use of reasonable care and skill).

Our liability is limited and excluded to the maximum extent permitted under applicable law. We will not be liable for any direct, indirect, or consequential loss or damage arising under this disclaimer or in connection with our website, whether arising in tort, contract, or otherwise - including, without limitation, any loss of profit, contracts, business, goodwill, reputation, data, income, revenue or anticipated savings.

However, nothing in this disclaimer shall exclude or limit our liability for fraud, for death or personal injury caused by our negligence, or for any other liability which cannot be excluded or limited under applicable law.

e) Variation

We may revise this disclaimer from time-to-time. Please check this page regularly to ensure you are familiar with the current version.

f) Entire Agreement

This disclaimer constitutes the entire agreement between you and us in relation to your use of our website and supersedes all previous agreements in respect of your use of this website.

g) Law And Jurisdiction

This notice will be governed by and construed in accordance with English law, and any disputes relating to this notice shall be subject to the exclusive jurisdiction of the courts of England.