

## SOCIAL MEDIA POLICY



**Jamats.**  
Activity Centre for Adults  
with Special Needs

### Management of Social Media

I write to draw your attention to the Jamats Activity Centre Social Media. It is our aim to ensure that the use of social media at the Jamats is undertaken responsibly and that the confidentiality of pupils and staff and their reputation are safeguarded.

You will be aware that social media and digital platforms are evolving quickly. We intend to observe the best possible practice in this digital environment, seeking to negotiate it wisely and with integrity for purposes of information, communication and PR. We will endeavour to keep you informed of any relevant changes as they occur. We are happy to respond to any questions you may have and ask you to contact if you would like further clarification.

We would be grateful to you if you could please send us your renewed consent for the use of photographic images. This consent will have been given initially at the point of Joining Jamats however in view of our increasing use of social media, I would be grateful to you if you would send updated consent. Remember that when publishing material we will never publish names and if we feel you need to see an image before hand we will seek your permission before it is used.

### **Benefits of Social Media (e.g. Twitter, Facebook, YouTube)**

- Improvement of communication links with Parents/Guardians.
- Promote the successes of the Jamats and our service users to a wider audience.
- Help to maintain links with others service users.
- Allow for notification of up and coming events changes to timetable when it is affected by weather or other potential closures.

### **Usage**

- Information regarding special achievements and events will be published Awards, Birthdays.
- Information regarding the week such as what we have been learning or what happened when out in the community.
- Photographs of students will only be used if permission has been granted by a Parent/Guardian and names will never be used.
- No direct messages will be sent via social media and no messages will be replied to.
- Political views, comments and opinions will be avoided.
  
- Due care and consideration will be taken before sending any tweet. A member of Senior Management will be responsible for managing the social media accounts. Content should only be tweeted if appropriate.
- All posts will be in the interests of safeguarding, and non-invasive to anyone.

Mr Donald J Pope

Manager