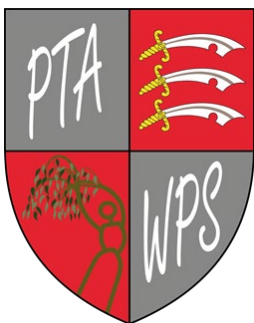


# WILLOWBROOK PTFA SOCIAL MEDIA POLICY – FEBRUARY 2025

Registered Charity: 1046576



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## Social Media

This policy explains how Willowbrook Primary School Parent, Teacher and Friends Association (PTFA) uses social media. It is available and applies to all members of our association.

### Details of the social media used by our association

Willowbrook Primary School PTFA uses Facebook, Instagram, Threads, X and WhatsApp.

### Access to the social media used by our association

Willowbrook Primary School PTFA has profiles on Facebook, Instagram and Threads and are open pages. This means it can be accessed by any users of these platforms without permission being given by Willowbrook Primary School PTFA. The profiles (where the function permits) also accept postings from any user, again without permission being needed from the PTFA.

The PTFA also has a X presence. This is also open allowing anyone with an interest to follow us however we do not post on this platform, it is to be able to view information from the Willowbrook Primary School page.

The PTFA also holds a Facebook Group that we post school event specific information and we ask members to request permission to join by answering some questions. Members once joined are able to post and start conversations without permissions needed. Members are asked to adhere to some simple rules and be mindful when posting and interacting with others in the group community.

The PTFA holds a WhatsApp volunteer group and members can be added by current members only.

Willowbrook Primary School PTFA does not want to encourage inappropriate use of social media by children. No application to join our Facebook group will be accepted by anyone aged under 16, these requests will require administrators to take extra care in reviewing joining requests,

### How this is used by our association

Willowbrook Primary School PTFA uses its social media profiles exclusively for the running and promotion of the association. It is used to communicate with members, promote events or elements of events, promote and thank local businesses that have supported us, to recruit volunteers to support the PTFA's activities, and canvass member views.

WhatsApp is used by the PTFA to promote events, canvass and share member views and recruit volunteers for events or activities. There are volunteers from all classes across the school and they have a vital role in sharing important PTFA messages to class WhatsApp groups (these are not owned by the school).

### Usage that is not permitted

Willowbrook Primary School PTFA social media is not intended for discussing any aspect of the school other than the PTFA and its activities and inappropriate posts, including any derogatory comment, can and will be removed by the administrator and the PTFA retains the right to ban any user who continues to make inappropriate use of the group.



### **Photographs**

The PTFA allows members to post photographs. However, it is explicitly assumed that anyone posting a photograph will own the rights to the image and will have the permission of anyone featured to do so. The PTFA accepts no responsibility regarding ownership or permissions for any photographs posted by members of the group.

Willowbrook Primary School PTFA will be mindful of posting photographs of children without permission obtained from the subject's parent/guardian/carer.

### **Availability of this policy**

This policy is publicly available through the website of Willowbrook Primary School's PTFA pages <https://www.willowbrook.essex.sch.uk/page/?title=PTFA&pid=10> and this policy is reviewed regularly by the Committee at its Annual General Meetings.

*Version dated: 9<sup>th</sup> February 2025*

