



Barming Primary School PTA – Social Media Policy

This policy explains how Barming Primary School PTA uses social media. It is relevant to all within the association and is endorsed by the committee of Barming Primary School PTA. It will be reviewed annually, ahead of the AGM, by the Barming Primary School PTA elected committee to ensure that it remains appropriate to the organisation.

Our social media channels are used to communicate with members, remind members of important messages sent from school promote events or elements of events, recruit volunteers to support the PTA's activities, thank local supporters and canvass members' views.

Facebook (including Messenger)

Barming Primary School PTA uses Facebook (including Messenger) to communicate with year groups. The association has its own Facebook presence and is an open public page. This means it can be accessed by any Facebook user without permission being given by Barming Primary School PTA. This page also accepts postings from any Facebook user, again without permission being needed from us.

The Facebook year groups are managed by the elected year representatives. These year groups are closed groups thus only users who have been invited by group admins or whose requests to join the group have been approved by group admins can view and post.

The Facebook group of Barming Primary School PTA and the closed year groups do not allow any personal correspondence between members, is not intended for discussing any aspect of the school other than the PTA and its activities. They should not be used to promote any business other than where this is done for the benefit of the PTA and with its permission. Inappropriate posts, including any derogatory comments, can and will be removed by the administrator and the PTA retains the right to ban any user who continues to make inappropriate use of the group.

The Facebook group of Barming Primary School PTA and its closed year groups allow 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 in these photos to do so. Barming Primary School PTA accepts no responsibility regarding ownership or permissions for any photographs posted by members of the group. To be clear, members should not post photos which feature any other children other than their own due to safeguarding.

By using the Facebook group of Barming Primary School PTA and any Facebook year groups associated with Barming Primary School, you are accepting the terms of this policy. If you do not agree with any of the terms, please remove yourself as a member of the group.

Whatsapp

Barming Primary School PTA uses Whatsapp to communicate with year groups and is the main form of communication used between committee members and our adhoc volunteers. The association has its own Barming PTA Whatsapp Community where all groups bar the adhoc volunteers' group and the individual year groups can be found. All of our Whatsapp groups are managed by administrators, this will be the year representative if the group relates specifically to a year group otherwise it will be the person elected in charge of Marketing and usually at least one other core committee member.

All of our Whatsapp groups are closed groups thus only users who have been invited by group admins or whose requests to join the group have been approved by group admins can view and post.

The identity of a user will usually be checked by an administrator; any foreign numbers are automatically rejected, if it is a UK number the profile picture may be checked to confirm recognition of member, if no

recognition noted the admin will request confirmation of the child's class year/s and teacher's name, we also reserve the right to request your full name and your child's full name for identity checking purposes.

None of our Whatsapp groups, with the exception of the individual year groups, allow any personal correspondence between members. They are not intended for discussing any aspect of the school other than the PTA and its activities and sharing useful information for our users of that group. They should not be used to promote any business other than where this is done for the benefit of the PTA and with its permission. Inappropriate posts, including any derogatory comment, can and will be removed by the administrator and the PTA retains the right to ban any user who continues to make inappropriate use of the group.

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With reference to those groups only used by committee members within the Barming PTA Whatsapp Community, any event being run with a sub-group of committee members should ensure that they use, post and maintain information and discussion within that specific event group only. Personal messages outside of the event group, where possible, should be avoided in order that we retain an audit trail of event organisation, discussions and progress that the Event Lead can monitor and future committee members can use as a point of reference when organising the same/ similar events.

By using any of the Whatsapp groups associated with Barming Primary School, you are accepting the terms of this policy. If you do not agree with any of the terms, please remove yourself as a member of the group.

PTA Newsletter

Barming Primary School PTA uses Class DOJO via the school for distribution of our newsletter and for communicating news and events relating to our efforts. The administration of Class DOJO is managed by the school and requests are limited throughout the year. Class DOJO is a closed app where only registered members with the school can access and view information. For further information on the use of Class DOJO, we refer you to the school office team and related policies.

Safeguarding in our social media

Barming Primary School PTA does not want to encourage inappropriate use of social media by children. No application to join any of the groups on Facebook or Whatsapp will be accepted to anyone aged less than 13 years.

Please note that pupils at the school are not usually regarded as PTA members. However, especially at secondary level, PTAs may work closely with older siblings of pupils meaning it could be advantageous to allow those appropriately aged to access social media but this is only to the open or public groups.

Social Media Disclaimer

Barming Primary School PTA social media channels are provided as a space to share news, events, and information with our community. While we aim to ensure that content is accurate and appropriate, the PTA accepts no responsibility for any loss, damage, or other consequence that may arise from use of, or reliance on, information shared through these channels.

Use of our social media groups is at your own discretion. The PTA will continue to uphold its duty of care as set out in our Constitution, and reserves the right to moderate, remove, or restrict content or users where necessary to protect our community.

Policy written by Nicole Johnson, Chair.

23rd September 2023

Reviewed by Charlotte Newman, Chair.

10th September 2025

Reviewed by Charlotte Newman, Chair.

19th August 2026