

FACEBOOK PAGE POLICY

Policy type	Recommended
Review period	Every three years
Last reviewed on	Spring Term 2022
Next review due	Spring Term 2025
Approval level	Executive Board

Approved by (Name, date, signature)

Executive Board, 3rd February 2022
Executive Board Chair, David Kreyling
Published on

Omnia Foundation Website

POLICY FOR FACEBOOK PAGE

Mission

We believe in investing in people. As professionals in the teaching and training professions, we strive to provide a better future for the children, young people and home settings we work with. Success for us means unleashing the potential of each individual so they can grow, develop and reach the potential of which they are capable. Our values are grounded in our determination to be the change we want to see in the world, through passion, commitment and integrity. We strive to plant a seed of kindness and compassion in a generation that will produce resilience and hope and enable them to aspire and achieve productive and fulfilled lives. Our success is measured in the lives we changed.

At the Omnia Foundation, we create a secure and safe environment that encourages communication, self-belief, mutual respect and success. We provide a rich and balanced curriculum that develops every child, allowing them to achieve their true potential.

Aims of the policy

- To outline the intended use of the Foundation Facebook Page
- To outline risks involved in using social media and the actions taken by the foundation to mitigate them
- To provide guidance to staff around appropriate use of the page

Use of the Foundation Facebook Page

We recognise that Facebook is an effective tool for communication with parents and the wider community. Blogging and vlogging are key drivers for information sharing and are highly accessible for all stakeholders. Families are able to re-watch videos and save images of their children in action. Information can be easily accessed repeatedly where details may be forgotten.

Having a lively and engaging Facebook page provides opportunities to showcase the valuable work that the foundation undertakes, and it is also a colourful and vibrant evidence base for the range of activities that we provide daily.

We believe that sharing photos and videos as immediately as possible online using this form of social media enables all stakeholders to get a flavour of how the foundation operates, especially as many families live a considerable distance away and may not be able to attend events on-site with any degree of regularity.

We are committed to providing a positive community-facing image of the foundation which will help to build trust and confidence in our strategies and approaches to educating the students in our care.

Risks & Guidance for staff

The following matrix outlines the risks involved in maintaining a healthy and effective Facebook page and how we intend to mitigate those risks.

Risk	Possible Impact	Actions to Mitigate
Images of students accessible to the public	<ul style="list-style-type: none"> • Theft of images • Whereabouts of students is known 	<ul style="list-style-type: none"> • Written consent from family to share images • Register kept of who has permission to appear in images and videos • No names of students to be shared online in any way
Negative comments from the public	<ul style="list-style-type: none"> • Damage to public image of the foundation • Potential for cyber bullying • Potential for online conflict 	<ul style="list-style-type: none"> • Privacy settings will be such so that only admins can publish a post • Negative comments to be removed immediately and offline conversation had, if possible, with the offender • Report malicious communication to the police if necessary
Inconsistency in use of the page by admins	<ul style="list-style-type: none"> • Damage to public image of the foundation • Risk being managed inadequately and therefore leading to further issues • Repetition of content 	<ul style="list-style-type: none"> • Only one admin per hub • All admins to be approved by Head of Foundation • All images or videos to be posted by the admin as soon as is possible to ensure immediacy of communication
Risk of inappropriate conduct	<ul style="list-style-type: none"> • Damage to the public image of the foundation 	<ul style="list-style-type: none"> • Facebook Live to be used only by Chief Operating Officer and Head of Foundation to share information with the community • Student activity to be videoed, edited and approved by admins before uploading
Incorrect spelling and/or grammar in written narrative	<ul style="list-style-type: none"> • Damage to the public image of the foundation 	<ul style="list-style-type: none"> • Written narrative to be proofread by another member of staff before uploading