

## BeyondAutism Schools Parent Facebook Group Code of Conduct

### Purpose

BeyondAutism is committed to ensuring that Park House School and Tram House School are safe and happy places for all pupils, staff and stakeholders. Social media has many advantages and benefits in terms of communication, news and networking. We have therefore established a BeyondAutism Schools parent Facebook group. Protecting our values, reputation and ethos is essential and where necessary we will act to ensure this.

### General use

Facebook is used to share experiences and to raise awareness about issues that are important to users. This means that many users may encounter opinions that are different from their own. To help balance the needs, safety and interests of a diverse community, however, we may remove certain kinds of sensitive content. For these reasons, the parent Facebook group is a moderated group.

The group is open to all parents of pupils at a BeyondAutism School. Pupils must not have access to the group. The group will not be open to BeyondAutism staff other than those staff responsible for moderation.

BeyondAutism reserve the right to remove any posting without warning. In the event that any parent of a pupil or pupils at a BeyondAutism School is found to be posting defamatory or libellous comments on Facebook, such comments will be reported using the 'Report' link in alignment with Facebook's 'Community Standards'.

The BeyondAutism Schools online community should be used as a forum for positive discussion. The parent Facebook group page should be used to build spirit and replicate the morale which the Senior Leadership Team endeavour to maintain for staff and pupils at the schools. Any concerns, worries or enquiries should be discussed in person in the first instance with the pupils' Instructor, Supervisor or a member of the Senior Leadership Team.

### Membership

Once your child has started at a BeyondAutism School, we welcome you to join the BeyondAutism Schools Parent Facebook Group to see and share information with other parents. This group is intended specifically for parents and carers of current pupils. To uphold our responsibility to protecting the personal data of our pupils, we hope you will understand that when your child graduates from our schools, or transitions to another setting, we will remove you from the group. If transitioning to one of our other services, we will ensure that you are connected with the relevant parent groups and would encourage you to keep up-to-date with school news and events via our BeyondAutism Facebook page and the newsletter.

## Guidelines

**The parent Facebook group should reflect the following practice and users are encouraged to:**

- Exercise good judgement. It is advised that all users assume that all information shared on social media is public information regardless of privacy settings.
- BeyondAutism has a responsibility to ensure that all members of the school community, be they staff, pupils or parents, are treated with respect at all time. Users are asked to keep the tone of discussion positive and respectful.

Be responsible and ethical. As noted above, worries or concerns relating to pupils need to be communicated using the proper channels, which means speaking to school staff in the first instance. Comments made online are considered to have been 'published' and remain on the internet indefinitely. Users are encouraged to consider very carefully before making any negative comments online, as should those comments be considered to be offensive, BeyondAutism may have no option but to take further action by referring matters to the relevant authorities.

**Users are expected not to:**

- Share personal, confidential or private information. Avoid discussing personal schedules and routines, or give out personal information regarding pupils, other parents or staff. Always respect the privacy of the school community, and assume that online 'private' conversations are never private.
- Post images, photographs or videos. It is not acceptable to post pictures of pupils without the expressed consent of their parents. Upon admission to a BeyondAutism School each pupil's parent agrees or disagrees to using pupil images for publication in a variety of literature regarding the schools and charity. Due to confidentiality reasons BeyondAutism Schools cannot release the names of these pupils. It is vital that these guidelines are adhered to when uploading any media to the parent Facebook group. We assume that any images, photos and videos that you have uploaded have followed this code of conduct and BeyondAutism does not take responsibility for your images, photos and videos. If BeyondAutism believes permission has not been granted, then the post will be removed.
- Share information without checking it first. Links to other sites may provide useful and interesting content for other parent users. Reposting a link without looking at the content first could result in unwanted content being shared publicly.
- Request BeyondAutism School staff as 'friends' on Facebook. Users should not be upset if a friend request is declined, as staff must respect professional boundaries and the BeyondAutism staff Code of Conduct which places restrictions on their social media use.

**BeyondAutism reserves the right to suspend any user from interacting with its social media accounts for breaches of this Code of Conduct without notice or explanation.**

Last review: February 2022

Date of next review: February 2025

Review group: Head of Marketing