

Social Media Policy

Friends of William Gilpin School

Purpose

This policy outlines how the Friends of William Gilpin School uses social media to support its activities and communicate with members. It applies to all members and is publicly available for reference.

Platforms we use

The Friends of William Gilpin School currently uses the following platforms:

- Facebook - <https://www.facebook.com/FriendsofWGS>
- Whatsapp - <https://chat.whatsapp.com/LEIL1PaUrB5Eh8P2uBDqLG>
- Instagram - https://www.instagram.com/friends_of_wgs

Access & visibility

Our social media accounts have the following access levels:

- **Facebook page:** This is *public*. Anyone can view, follow, and respond to posts
- **Whatsapp group:** This is a *closed group*. Membership must be approved by our group administrator. Only approved users can view and post content.
- **Instagram:** This is *public*. Anyone can view, follow and respond to posts

Who can join

- The Whatsapp group is intended for members of the PTA – specifically, parents or guardians of pupils at William Gilpin School
- Children under 13 are *not* permitted to join

How we use social media

Our association uses social media to:

- Share PTA news and updates
- Promote upcoming events
- Recruit volunteers
- Celebrate community support
- Gather feedback from members

It is **not** to be used for private conversations or unrelated topics.

These model policies do not constitute legal advice or attempt to cover all situations that your association may require. We recommend that you use these model policies as a starting point to develop policies that cover your precise needs and situation. These policies are based upon our best interpretation of current guidance that has been provided by a range of sources. We will endeavour to update these policies regularly with any relevant changes.

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Inappropriate use

The following uses of the Friends of William Gilpin School social media platforms are discouraged:

- Personal messaging between members
- Discussing non-PTA school matters
- Promoting personal business (unless approved by the committee for PTA benefit)
- Posting inappropriate, offensive or defamatory content

Violations may result in post removal or member exclusion, in line with committee review and our constitution.

Posting photographs

Members *may* post photos in line with these expectations:

- You must own the rights or have permission from those featured
- Faces of children should not appear in any public facing communications (facebook, instagram) shared after July 2026
- The PTA is *not responsible* for ensuring permissions

Please be respectful and thoughtful when sharing media.

Acceptance & agreement

By participating in our social media channels, you accept this policy in full. If you disagree with any terms, we kindly ask you to refrain from using or exit the group.

Availability

This policy is:

- Published on the FroWGS pages on the school website: [William Gilpin Church of England VA Primary School - FroWGS](#)
- Pinned or referenced in the relevant social media platforms information

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Policy review

This policy will be reviewed annually by the Friends of William Gilpin School committee to ensure it continues to support both the organisation and its volunteers effectively.

Signatures

Approved and adopted by the committee of the Friends of William Gilpin School:

Name:	Rebecca White	Paula Rowney	Robert Morgan
Position:	Chair Person	Secretary	Treasurer
Signature:	R White	P Rowney	R Morgan
Date:	22/06/2026	07/07/2026	06/07/2026

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