

## **FOCCS Publicity and Social Media Policy v1.0 12/02/2015, Updated 13/01/2019**

### **Background**

This document is intended to describe the background and procedures for updating FOCCS administered social media as well providing guidance on how to deal with any other publicity either generated by FOCCS or requests for information for 3<sup>rd</sup> parties to publicise FOCCS events.

FOCCS raise a considerable sum of money annually from running events, activities and other fundraising ventures. In addition, a great deal of time is spent by volunteers helping organise this. Parents of Christ Church school are regularly being asked to contribute/help with this.

Consequently, it is recognised that FOCCS needs to generate publicity in order for fundraising to be effective. Equally it is recognised that FOCCS should provide feedback to volunteers and committee members in order to recognise their efforts, and provide transparency on how much money is being raised, how it is being spent and how the pupils/school are able to benefit.

This policy should be reviewed annually and any proposed changes discussed at the AGM.

### **Social Media**

#### FOCCS Facebook Page

Currently this comprises of the FOCCS Facebook page, but could potentially expand into other areas in the future. In the event of other social media being used (eg twitter) this policy should be revised.

Requests for Facebook posts should be submitted to the FOCCS marketing coordinator who will consider them and post if acceptable.

Posts relating to FOCCS events or events where FOCCS have a presence/involvement will normally be posted.

Some events may not wish to be publicised. In these situations the school or event organisers should inform the FOCCS committee. If no request is made, it will be assumed that it is ok to publicise it.

Posts may only contain photos of children or teachers if written approval has been sort, faces are obscured or if the school has confirmed in writing that it is acceptable to use the picture. It may contain photos of other adults if they agree to it.

FOCCS may post articles relating to other events at the discretion of the FOCCS committee. There is a benefit to doing this, especially in school holidays or other quiet periods, as it will keep the FOCCS page in peoples newsfeeds so when FOCCS events are advertised they will be visible.

The types of events that are considered appropriate are likely to be: other charitable events that may be of interest to Christ Church parents, events with a FOCCS presence, events or activities where FOCCS receive donations/funding as a result.

## FOCCS Facebook Closed Groups

FOCCS will manage a Closed Facebook group, this will be an informal group where members can ask general FOCCS related questions and where we can promote our events and organise volunteers. Access to the group will be limited to Christ Church Parents/Carers and approval will be limited to admins. Access to the group will be given once they have been contacted and can prove they have children at the school.

Posts do not require approval, however if they are deemed to be defamatory or abusive they will be removed and access to the group for those members will be reviewed.

In the guidelines for use of this group it should be noted that posts should not contain photos of children or teachers. It may contain photos of other adults if they agree to it.

The group must not be used to discuss school policy and any such posts will be deleted.

### Admin Rights

The following individuals hold the admin rights for the FOCCS Facebook Page/Group:

#### **FOCCS – Friends of Christ Church School** (Public Page)

Paul Clark	marketing@foccs.org.uk
Paula Stanger	
Ros Knight	

#### **Parents of FOCCS (Friends of Christ Church School)** (Closed Group)

Sabrina Goddard	sabrina.goddard@foccs.org.uk
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### **Other Publicity**

FOCCS is a charity that raises funds to benefit the pupils of Christ Church School. Inevitably publicity for FOCCS events will mention the school.

In general events will be publicised unless the school make it clear to the committee that they do not want the event, or aspects of it, publicised.

Post event publicity will be assumed to be acceptable unless the school states otherwise. This may include the announcement of purchasing of equipment.

Date: 14<sup>th</sup> January 2019

Signature of Chair:

