

Shapla Primary School Website Policy

Aims and purpose of our school website

Our school website aims to promote and celebrate our school community. We have planned and designed it carefully to reflect our school values, ethos and attitudes.

We will use our website to:

- Provide news and information,
- Share pupil's work and achievements
- Make links with the local and wider community
- Offer pupils activities and links to educational websites for out of school use
- Provide guidance and support for parents

Our audience

The audience for our website will include:

- Parents and carers
- Current pupils
- Past pupils
- School Staff
- LEA colleagues
- The wider educational community
- The public

Planning and design

Our school website has been planned by the ICT Coordinator and Headteacher and is continuously reviewed by the whole staff in order to maintain and improve our site.

Content and contribution

We recognise that our school website is a reflection of our school that is available across the world. We will ensure that all content of our website is appropriate to our aims, and of a high standard. Our website has the following main sections:

- News
- About Shapla Parents
- Curriculum
- Partnerships
- Children's Projects
- Children's Links
- Staff area

Children's work will be checked and supervised by staff members, and only authorised staff will be able to upload material.

Overall responsibility for our school website lies with the Headteacher and ICT Co-ordinator.

There is a school website editorial board that oversees web publication, to ensure that consistent standards of content and presentation

This editorial board comprises:

- Head Teacher
- ICTCO
- Office Manager

Using images of pupils

Pictures and photographs of our school and the pupils and staff who work here make our school website interesting, relevant and attractive, and we are keen to share our achievements with our audience.

We are aware, however, of the need to safeguard pupil's personal information. Pupil safety is our highest priority, and to this end we do not publish any identifying personal details of pupils on our public website.

These include:

- We only use first names when crediting work.
- Pupil images and names will never be published together.
- Pupil's personal information, hobbies and interests will not be published alongside names or photographs
- Most photographs and images used on our website will not allow individual children to be identified.
- Written parental consent will be obtained before publishing images of pupils

Parental Consent

Parents sign an Internet Use Agreement form each year / on admission to the school and this contains a section giving consent for their child's work and un-identifiable images to be used on the school website. See the Internet Acceptable Use policy for more details

Updating and monitoring

We understand that a school website can easily become out of date and inaccurate and that this will reflect badly on our school community in the wider world. We therefore ensure that our website is updated appropriately. Staff details, school dates and other administrative information is updated when necessary. Children's work is changed on a termly basis.

The responsibility for this lies with the whole staff as well as the web design company that we employ to maintain our website.

The website was launched in January 2009 and is still a work in progress.

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