

## **Nominated Governor – Social Media Terms of Reference (2024-2025)**

1. The Social Media Nominated Governor is appointed by the Full Governing Body.
2. The Social Media Nominated Governor will both promote and utilise Social Media and other Media outlets, for the benefit of the School. This is so the Governing Body can be as effective as possible in carrying out its role.
3. The key contact for the Social Media Nominated Governor will be the Headteacher.
4. The key responsibilities of the Social Media Nominated Governor are as follows:
  - Keep the Governing Body informed about potential new options for the use of Social Media.
  - Help identify where Governors can develop material for Social Media promotion.
  - Liaise with potential Social Media outlets to investigate the possibility of utilising such platforms for the benefit of the School.
  - In conjunction with the Headteacher and other Governors, utilise Social Media for the benefit of the School; publicising the School, promoting events and celebrating successes.
  - To provide feedback to the Governing Body on a Termly basis, normally at the Full Governing Body Meeting, on Social Media activities.
  - To attend Governor Training Sessions to improve their effectiveness as the Social Media Nominated Governor.
  - To represent the Governing Body on matters related to Social Media.
5. It should be noted that it is the role of the Social Media Nominated Governor is to ensure that the media activities support the strategic direction set by the Governing Body. The Headteacher is responsible for operational matters and the mechanisms for the ensuring that School Staff are provided with Continuous Professional Development as required.
6. These Terms of Reference will be reviewed annually and be approved at the Full Governing Body Meeting held in the Autumn Term of the Academic Year.