Social media policy

This school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment

Committee responsible:	FGB
Date approved:	June 2025
Review period:	Annual
Next review date:	June 2026

Contents

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1. Purpose and scope

This policy aims to:

> Set guidelines and rules on the use of school's social media channels

> Establish clear expectations for the way members of the school community engage with each other online

> Support the school's policies on data protection, online safety and safeguarding

Staff, students and parents/carers are required to read, understand and comply with this social media policy.

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether the social media is accessed using:

> School IT facilities and equipment

> Equipment belonging to members of staff and pupils

> Any other IT/Internet-enabled equipment

All members of the school should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. Everyone must also operate in line with the school's equalities, harassment, child protection, safer recruitment, and online safety and ICT acceptable use policies.

1.1 Definition of social media

For the purposes of this document, 'social media' is considered to include all technologies that allow individuals to communicate and share information (including photos and video). This includes group messaging services such as WhatsApp.

2. Use of official school social media

The school's official social media channels are as follows:

> Facebook and Instagram accounts, including usernames

These accounts are managed by Mrs Frost and Miss Saines. Staff members who have not been authorised by Miss Greenaway (Headteacher) to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you'd like to appear on our school social media channel(s), please speak to Miss Greenaway: info@stpetersinfant.org.

The school will always prioritise pupil safety when considering to share content publicly.

2.1 Facebook

The school will post on Facebook:

> Alerts about changes (e.g. changes to procedures, severe weather updates, staffing changes)

> Reminders (e.g. approaching deadlines, events or class activities, reminders about policies/procedures)

> Advertisements for school events or activities

> Achievements of pupils and staff

> Photos or posts about school trips, events and activities

> Seasonal greetings and messages about religious festivals

> Invitations to provide feedback

The school **will not** post on Facebook:

> Names and photos of individuals (unless they have given consent. Consent is collected annually via the school's general data collection forms and can be withdrawn by families at any time.)

> Harmful or abusive comments

> Messages to specific people

> Political statements

> Advertisements for businesses unless directly related to the school

> Links to staff members' personal accounts

2.2 Instagram

The school posts on Instagram:

> Alerts about changes (e.g. changes to procedures, severe weather updates, staffing changes)

> Reminders (e.g. approaching deadlines, events or class activities, reminders about policies/procedures)

> Advertisements for school events or activities

> Achievements of pupils and staff

> Photos or posts about school trips, events and activities

> Seasonal greetings and messages about religious festivals

> Invitations to provide feedback

The school **will not** post on Instagram:

> Names and photos of individuals (unless they have given consent. Consent is collected annually via the school's general data collection forms and can be withdrawn by families at any time.)

> Harmful or abusive comments

> Messages to specific people

> Political statements

> Advertisements for businesses unless directly related to the school

> Links to staff members' personal accounts

2.3 Moderation

Staff responsible for our social media accounts will delete as soon as reasonably possible:

> Abusive, racist, sexist, homophobic or inflammatory comments

- Comments we consider to be spam
- Personal information, such as telephone numbers, address details, etc.
- Posts that advertise commercial activity or ask for donations

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school's complaints policy. If users are repeatedly abusive or inappropriate, they will be blocked.

Staff responsible for our social media accounts will also ensure that all content shared on social media platforms is age appropriate for the school community.

2.4 Following other social media users

The school:

- Will only 'like' Facebook pages with a non-commercial interest – being 'liked' by us doesn't imply endorsement of any kind
- May follow other users if you follow us on Instagram – being followed by us doesn't imply endorsement of any kind

3. Personal use of social media by parents/carers

The school expects parents/carers to help us model safe, responsible and appropriate social media use for our pupils.

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- Be respectful towards, and about, members of staff and the school at all times
- Be respectful of, and about, other parents/carers and other pupils and children
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Parents/carers **should not** use social media to:

- Complain about individual members of staff, other parents/carers or pupils
- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers or pupils
- Draw attention to, or discuss, behaviour incidents
- Post images of children other than their own

4. Training and awareness

Staff will have social media awareness training as part of their annual safeguarding training, as well as any other appropriate training through the academic year. They will read and sign to say that they have understood KCSIE and the school's own 'Internet Acceptable use' policy and Staff Code of Conduct. Staff should not identify themselves as employees of the school in a way that could bring the school into disrepute, not share confidential or pupil-related information on their personal accounts.

5. Monitoring and review

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

The headteacher will monitor the implementation of this policy, including making sure that it is updated to reflect the needs and circumstances of the school.

This policy will be reviewed annually.

The Governing Body is responsible for approving this policy.

8. Related policies

> Child protection policy

> ICT and internet acceptable use policy

> Behaviour policy

> Staff behaviour policy

> E-Safety policy