

Whitley Park Primary and Nursery School



Social Media Policy

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Author:	NBB	Committee responsible for Review:	FGB
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CHANGES			

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1. Purpose of the Policy

This policy provides a clear framework for the safe, responsible, and professional use of social media by the school. It aims to:

- Protect children and young people
- Safeguard staff and volunteers
- Protect the reputation of the school
- Ensure compliance with safeguarding, data protection, and professional standards

This policy should be read alongside the school's Safeguarding and Child Protection Policy, Staff Code of Conduct, Online Safety Policy, Data Protection Policy, and Behaviour Policy.

2. Scope

This policy applies to:

- All staff, including teachers, support staff, supply staff, governors, volunteers, and contractors
- All official school social media accounts
- Any use of social media that may impact the school, its pupils, staff, or community

3. Definition of Social Media

Social media includes, but is not limited to:

- Facebook, Instagram, X (formerly Twitter), Threads
- TikTok, Snapchat
- WhatsApp, Telegram, Messenger
- YouTube, Vimeo
- Blogs, forums, and online comment platforms

4. Principles

The school recognises that social media can be a powerful communication and engagement tool. Use of social media must:

- Be professional, respectful, and appropriate
- Uphold the school's values and ethos
- Protect pupils' safety, dignity, and privacy
- Comply with safeguarding and data protection legislation

5. Official School Social Media Accounts

5.1 Management

- Official school social media accounts must be approved by the Headteacher.
- Accounts must be managed by designated members of staff.
- Login details must be stored securely and shared only with authorised staff.

5.2 Content

- Content must be appropriate, accurate, and respectful.
- Posts should celebrate learning, achievements, and school life.
- No content should be posted that could identify a pupil without appropriate consent.
- Images and videos must comply with the school's Photography and Image Consent procedures.

5.3 Monitoring and Moderation

- Comments and messages should be monitored regularly.
- The school reserves the right to remove comments that are offensive, inappropriate, or safeguarding-related.
- Safeguarding concerns identified through social media must be reported immediately to the Designated Safeguarding Lead (DSL).

6. Use of Personal Social Media by Staff

6.1 Professional Boundaries

- Staff must maintain clear professional boundaries at all times.
- Staff must not accept friend or follow requests from pupils or former pupils under the age of 18.
- Staff should not communicate with pupils via personal social media accounts.

6.2 Conduct

- Staff should be mindful that their online activity may be viewed by pupils, parents, and the wider community.
- Content that could undermine professional reputation or the school's reputation must not be posted.
- Staff must not post comments or images that could be considered discriminatory, offensive, or inappropriate.

6.3 Privacy Settings

- Staff are advised to use the highest privacy settings on personal accounts.
- However, privacy settings do not guarantee confidentiality, and staff should assume anything posted online could become public.

7. Use of Social Media by Pupils

- Pupils' use of social media is covered by the school's Behaviour Policy and Online Safety Policy.
- The school will educate pupils about safe and responsible online behaviour.
- Incidents of misuse that impact the school community may be addressed in line with school behaviour procedures.

8. Parents and Carers

- The school encourages positive and respectful engagement online.

- Parents and carers should not post images or information about other children without consent.
- Concerns or complaints should be raised directly with the school, not aired on social media.

9. Data Protection and Confidentiality

- Social media use must comply with UK GDPR and the Data Protection Act 2018.
- Personal data about pupils, families, or staff must not be shared without lawful basis and consent.
- Confidential or sensitive information must never be shared on social media.

10. Safeguarding

- Safeguarding is paramount in all social media activity.
- Any safeguarding concern arising from social media must be reported immediately to the DSL.
- Online behaviour that raises concerns about a child's welfare will be managed in line with safeguarding procedures.

11. Breaches of the Policy

- Breaches of this policy may be treated as a disciplinary matter.
- Serious breaches may be considered gross misconduct.
- Where appropriate, matters may be referred to external agencies.

12. Policy Review

- This policy will be reviewed annually or sooner if required due to changes in legislation or guidance.

Approved by: Governing Body

Date: _____

Review Date: _____