



Social Media Policy

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New York Primary School

Come as you are. Leave at your best.

Rationale:

This social media policy is for all members of the school community at New York Primary school including staff, governors, volunteers, pupils and parents/carers. These members of our school community are required to read, understand and comply with this policy.

Aims:

The aim of this policy is to:

- Encourage safe, respectful use of social media among our school community
- Set guidelines and rules on interacting with and using the school's social media channels
- Establish clear expectations for the way members of the school community engage with each other online
- Protect the reputation of the school and the wellbeing of our community
- Support the school's policies on [data protection](#), [online safety](#) and [safeguarding](#)

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

- It applies regardless of whether social media is accessed using:
- School IT facilities and equipment
- Equipment belonging to members of the school community
- Any other IT/Internet-enabled equipment

All members of the school community should bear in mind that information they share through social media, even if they are in private online 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.

Online Reputation Management (ORM) is about understanding and managing our digital footprint (everything that can be seen or read about the school online). Few parents will apply for a school place without first 'googling' the school, and the Ofsted pre-inspection check includes monitoring what is being said online.

Accordingly, we manage and monitor our social media footprint carefully to know what is being said about the school and to respond to criticism and praise in a fair, responsible manner.

Miss Sarah Hollywood, Mrs Jill Shaw and Mrs J Sturgess are responsible for managing our Facebook and other social media accounts and checking our Wikipedia and Google reviews.

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 and online forums.

Use of Official School Social Media channels

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

- Facebook (@New York Primary School)
- Seesaw (use in EYFS with parents within that year group – GDPR compliant)

These accounts are managed by Class teachers. Staff members who have not been authorised by Mrs J Shaw or Mrs J Sturgess to manage or post to the account must not access or attempt to access these accounts.

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
- Links to newsletters, guidance and factsheets for parents and carers

- Achievements of pupils and staff
- Photos or posts about school trips, events and activities

The school will seek individual consent before sharing any information that could identify an individual (e.g. names or photos), such as posts about staffing changes, achievements of pupils and staff, or school trips, events and activities, for example.

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

- Names and/or photos of individuals
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses
- Links to staff members' personal accounts

Social media (including here all apps, sites and games that allow sharing and interaction between users) is a fact of modern life, and as a school, we accept that many parents, staff and pupils will use it. However, as stated in the acceptable use policies which all members of the school community sign, we expect everybody to behave in a positive manner, engaging respectfully with the school and each other on social media, in the same way as they would face to face.

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 which are unrelated to the school

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 these platforms is relevant to the school community and the school's activities.

Concerns and Complaints

If parents have a concern about the school, we would urge them to contact us directly and in private to resolve the matter. If an issue cannot be resolved in this way, the school complaints procedure should be followed. Sharing complaints on social media is unlikely to help resolve the matter, but can cause upset to staff, pupils and parents, also undermining staff morale and the reputation of the school (which is important for the pupils we serve).

Roles and responsibilities

Everyone

All members of the school community are expected to conduct themselves professionally and respectfully online, particularly when engaging with the school's social media channels.

Staff managing the school's social media channels

The staff who manage the school's accounts on social media will:

- Act on comments posted on the school's social media that go against this policy
- Aim to respond to comments in a timely manner, where appropriate
- Always remain professional and polite
- Inform headteacher or SLT about anything inappropriate or likely to escalate

All staff (including trainee teachers), governors and volunteers

The school expects all staff, governors and volunteers to consider the safety of pupils and colleagues and the risks (reputational and financial) to the school when using social media channels, including when doing so in a personal capacity. Staff, governors and volunteers are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff should not use their own mobile phone for personal reasons, including use of social media, in front of pupils throughout the school day.

Staff, governors and volunteers will report any safeguarding issues they become aware of to the designated safeguarding lead (DSL) in line with the school's child protection policy.

Staff should be aware of online security threats and be cautious when giving out personal information which may compromise their own personal safety and security, or that of another individual in the school community.

When using social media, staff, governors and volunteers **must not**:

- Use personal accounts to conduct school business
- Accept 'friend requests' from, or communicate with, pupils past or present
- Give their personal social media information to parents/carers
- Complain about the school, individual pupils, colleagues or parents/carers
- Reference or share information about individual pupils, colleagues or parents/carers
- Post images of pupils
- Express personal views or opinions that could be interpreted as those of the school
- Link their social media profile to their work email account
- Use personal accounts during timetabled teaching time
- Publish any content which may result in action against the school, e.g. content which breaches data protection obligations
- Publish any content which may bring the school into disrepute, including material of an illegal, sexual or offensive nature

Staff, governors and volunteers will report any communication received from current pupils (unless the pupils are family members) on any personal social media accounts to the DSL or a member of the senior leadership team immediately.

Staff, governors and volunteers should not have contact via personal accounts with past pupils. If ongoing communication is required, this should be done via official school channels.

Pupils

The school recognises that most social media platforms have a minimum age requirement of 13+. However, we are aware that many pupils under this minimum age still actively use social media. Therefore, the expectations and guidelines

regarding safe and respectful online behaviour set out in this policy apply to all pupils, regardless of their age.

The school does not allow the use of mobile phones and other smart technology (e.g. smart watches) with similar functionality to mobile phones (including the ability to access social media) throughout the school day, including during lessons, the time between lessons, breaktimes and lunchtime.

Pupils **should not** use social media to:

- Complain about individual members of staff
- Complain about the school. Where a pupil has a complaint or concern, they should share this with the school through the school's official channels, so it can be dealt with in line with the school's complaints policy
- Make inappropriate comments about members of staff, other pupils, parents/carers, or other members of the school community
- Send or post abusive or harassing messages
- Send unwanted sexual comments and messages
- Create or spread rumours about members of staff, pupils, parents/carers, or other members of the school community
- Post images of members of the school community or individuals engaged in school activities without their permission
- Create or share consensual or non-consensual nudes and semi-nudes, including images or videos that are digitally altered or wholly generated using artificial intelligence (AI) (e.g. deepfakes)

The school takes a zero-tolerance approach to online abuse, sexual harassment and sexual violence.

Any concerns about a pupil's social media use will be dealt with in line with the school's behaviour policy and child protection policy.

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, other pupils and children, and members of the school community
- 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, pupils, or members of the school community
- Draw attention to, or discuss, behaviour incidents
- Post images of pupils whilst engaged in school activities who are not their own
- Create or spread rumours about members of staff, pupils, parents/carers, or other members of the school community

Email is the official electronic communication channel between parents and the school, and between staff and pupils. Please note that staff will not always reply immediately as they will be teaching and carrying out their role as a class teacher.

The statements of the Acceptable Use Policies (AUPs) which all members of the school community have signed are also relevant to social media activity, as is the school's Data Protection Policy.