

Social Media Policy

North Baddesley Junior School



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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 has no official social media channels. All information is displayed via the school website.

This website is managed by the Head Teacher/SLT and Office team. Staff members, who have not been authorised by the Head Teacher to manage, or post on the website must not access, or attempt to access, the website.

If you have suggestions for something, you'd like to appear on our school website please speak to the Head Teacher.

The school will post on the website.

- 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
- Job vacancies or requests for volunteers
- Links to newsletters, guidance and factsheets for parents and carers
- Achievements of pupils and staff
- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals

The school **will not** post

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people

- Political statements
- Links to staff members' personal accounts

Every reasonable effort will be taken to politely address concerns or behaviour of individual users within our school community, following the school's complaints policy.

3. Personal use of social media by staff

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

Staff members will report any safeguarding issues they become aware of.

When using social media, staff **must not**:

- Use personal accounts to conduct school business
- Accept 'friend requests' from, or communicate with, pupils past or present
- 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 social media during timetabled teaching time.

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff code of conduct.

Any communication received from current pupils (unless they are family members) on any personal social media accounts will be reported to the designated safeguarding lead (DSL) or member of the senior leadership team immediately.

Staff should not also do not have contact via personal accounts with past pupils (if ongoing communication is required, this should be using via official school channels).

4. Personal use of social media by pupils

The school encourages pupils to

- Be respectful to members of staff, and the school, at all times
- Be respectful to other pupils and parents/carers
- 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

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

- Complain about individual members of staff
- Complain about the school
- Make inappropriate comments about members of staff, other pupils or parents/carers
- Post images of other pupils without their permission

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

5. 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

5.1 WhatsApp groups

We expect parents/carers to follow the above social media guidelines when using class WhatsApp groups.

6. Training and awareness

North Baddesley Junior School is committed to ensuring that all staff, governors, volunteers, and visitors understand their responsibilities when using social media, both professionally and personally.

To support this, the school will:

- Provide all new staff with information about the school's Social Media Policy as part of the induction process.
- Ensure staff are aware of the standards of professional conduct expected when using social media and the importance of maintaining appropriate boundaries with pupils, parents, and colleagues.
- Offer regular updates and refresher training where necessary, particularly when guidance, legislation, or technology changes.
- Remind staff that information relating to pupils, families, colleagues, or the school must never be shared on personal social media accounts.
- Promote awareness of online safety, confidentiality, safeguarding responsibilities, and data protection requirements when using digital platforms.
- Encourage staff to report any concerns regarding inappropriate social media use or online behaviour that may affect the safety, wellbeing, or reputation of the school.
- Ensure all staff understand that breaches of the Social Media Policy may be investigated and could result in disciplinary action, in line with the school's disciplinary procedures.

The school will review training needs regularly and ensure that all members of the school community remain informed of current best practice in the safe and responsible use of social media.

7. 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 every year. The governing body is responsible for reviewing and approving this policy.

8. Related policies

- Child protection policy
- Safeguarding Policy
- ICT and internet acceptable use policy
- Behaviour policy
- Staff Code of Conduct
- Mobile phone use policy
- Insert any other relevant policies