



SOCIAL MEDIA POLICY

V1



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1. Introduction

St. Edmund's CofE Primary School recognises that social media will play a key part in successfully communicating and engaging with the local existing parent community and surrounding areas. The School will use social media as a tool to celebrate the wonderful achievements of the children in our school and to communicate what is happening in school with parents and the local community. As part of the Computing Curriculum, children need to be aware of how the internet works and how in the modern world people communicate and collaborate online through different media. Currently, St. Edmund's CofE Primary School has an X (formerly Twitter), Instagram and Facebook account.

The Facebook and Instagram accounts are open, so any potential parents and the local community can see what is going on in school. On the other hand, our Twitter account is closed and the school requires consent for media of children to be posted on the site. Parents will then request to follow the school.

1.1 Aims

This policy outlines St. Edmund's CofE Primary School's approach to social media use by all members of the school community, including staff, pupils, parents, and governors. It aims to:

- * Establish clear guidelines for the school's use of social media.
- * Enhance communication between the school, parents, carers, and the local community.
- * Share important information and updates in a timely manner.
- * Promote the school's ethos, values, and achievements.
- * Build a strong and supportive school community.

1.2 Legislation & Guidance:

This policy complies with relevant legislation and guidance, including the Data Protection Act, the Children's Act, and the Education Act.



2. Procedures & Practice

The school will use social media platforms to share information about school events, activities, achievements, and important notices. Content will be positive, informative, and engaging.

2.1 Channels

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

Social Media Platform:	Account Link:
Facebook	https://www.facebook.com/St.EdmundsCofE
Instagram	https://www.instagram.com/st.edmundscofe?igsh=MXhwMXkybDV4anN4aw==&utm_source=qr

These accounts are managed by The Head, Deputy and Business Manager.

If you have suggestions for something you'd like to appear on our school social media channel(s), please speak to our office: office@st-edmunds.notts.sch.uk

2.2 Steps (Chronology):

The school will follow a clear process if social media misuse is identified. This includes:

1. Identify appropriate social media platforms.
2. Create and maintain social media accounts.
3. Regularly review and update content.
4. Respond to comments and messages promptly and professionally.

2.3 Use of official School social media:

The school will post on Social Media:

- Alerts about changes (e.g. changes to procedures, severe weather updates)
- 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
- Invitations to provide feedback

The school **will not** post on Social Media:

- * 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

2.4 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.

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.



2.5 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
- 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 except in a professional capacity
- Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff behaviour policy.

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).

2.6 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 St. Eddys.



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 (phone/email), 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

3. Roles & Responsibilities

3.1 Governors:

- ✳️ Oversee the policy and ensure its implementation.

3.2 Headteacher:

- ✳️ Has overall responsibility for the school's online presence and delegates responsibilities.

3.3 Teachers:

- ✳️ Contribute to social media content and share relevant information

3.4 Parents:

- ✳️ Are encouraged to follow the school's social media accounts and participate in online discussions when appropriate



4. Aspects:

4.1 Definition:

Social media refers to online platforms that allow users to create and share content, such as Facebook, Instagram, Twitter, and YouTube.

4.2 Equal opportunities:

The school will use social media in a way that promotes equality and diversity.

4.3 Health and safety:

The school will prioritise the safety and wellbeing of pupils when using social media.

4.6 Organisation:

The school will not allow personal social media use on school devices unless authorised for educational purposes.

The school:

- * Will only 'like' Facebook and Instagram 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 X (formerly Twitter) – being followed by us doesn't imply endorsement of any kind

4.10 Monitoring & Evaluation:

The school will regularly review the effectiveness of its social media use.



5. 'Sixcess' Christian Value Links

Social media communication should reflect the Christian values of St. Edmund's CofE Primary School. These values will guide our online interactions and content creation.

5.1 Respect:

We will treat all members of the school community and the wider public with respect and dignity in all online communications.

5.2 Responsibility:

We will use social media responsibly, ensuring that all content is accurate, appropriate, and in line with the school's ethos.

5.3 Compassion:

We will use social media to build a supportive and caring community, fostering empathy and understanding.

5.4 Perseverance:

We will maintain a consistent and professional online presence, even in the face of challenges or negative feedback

5.5 Truth and Trust:

We will be honest and transparent in our online communications, building trust with the school community.

5.6 Justice and Forgiveness:

We will strive for fairness and equality in our online interactions and be willing to forgive mistakes.



6. Concluding Notes

6.1 Monitoring & 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 annually.

The governing board is responsible for reviewing this policy.

6.2 Links to other Policies:

- * Child protection policy
- * ICT and internet acceptable use policy
- * Behaviour policy
- * Staff behaviour policy
- * Mobile phone use policy