



SOCIAL MEDIA POLICY

REVIEWED AND UPDATED BY SLT

DATED: SEPTEMBER 2025

MINUTE NUMBER APPROVAL FGB

OCTOBER 2025: 2099

RENEWAL DATE: SEPTEMBER 2027

‘At the heart of the community, we are a school that give children the key to their education, enabling them to open the door to their wider world.’

SOCIAL MEDIA POLICY

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.

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

For the purpose 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.

INTRODUCTION

We recognise the benefits of social media, but it also brings potential risk, to the school and to individuals. The school’s official social media channels are as follows – Instagram, TikTok, Facebook, ClassDojo and our school website.

These accounts are managed by Francesca Dodd. Staff members who have not been authorised by Francesca Dodd to manage, post to, the account must not access or attempt to access these accounts.

If you have suggestions for something you would like to appear on our school social medial channel(s), please speak to Francesca Dodd or Melanie Wilkinson for further information.

We realise that a growing number of educationalists and education groups use discussion groups, online chat forums and bulletin boards to share good practice and disseminate information and resources. The use of online discussion groups and bulletin boards relating to professional practice and continuing professional development is encouraged, although staff are reminded that they are representing the school, and appropriate professional standards should apply to all postings and messages.

SCOPE AND RESPONSIBILITY

This policy applies to all use of social media, by all staff, governors and volunteers, including personal use, work-related use, during working hours or out of hours, onsite or offsite, through the school's internet network, or otherwise, on school owned or personal devices, on official school social media accounts/platforms or personal accounts/platforms. This should be read in conjunction with the Acceptable use of ICT, internet and electronic communications policy.

All staff are expected to comply with this policy. All leaders are responsible for ensuring their team read, understand and comply with this procedure.

SCOPE OF SOCIAL MEDIA USE

- Our social media platforms will be used for the following
- Alerts about changes in school i.e. severe weather conditions
- Reminders
- Advertisements for school events of 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

Our social media platforms will **not** be used for the following

- Names of children (unless specific consent has been given as the child has achieved something)
- Photos of children (when consent has not been given for social media platforms)
- Harmful or abusive comments
- Political statements
- Advertisements for businesses unless directly related to school
- Links to staff members' personal accounts

Our Data Protection Office in school, Melanie Wilkinson, will provide assistance and further guidance on the use of social media with regards to data protection.

A breach of this policy could lead to disciplinary action.

If there are concerns that comments or posts may be potentially defamatory or libellous, the school may seek legal advice.

RECOGNISED SCHOOL CHANNELS

Hadfield Infant School official school media channels are:

Platform	Account/Page Name	Master administration role	Approved users	Date	
				Opened	Closed
Facebook	Hadfield Infant School Facebook page	Francesca Dodd Melanie Wilkinson	Francesca Dodd Melanie Wilkinson Beverley Kidd	August 2023	
ClassDojo	Hadfield Infant School ClassDojo	Francesca Dodd Melanie Wilkinson	All staff	August 2023	
Instagram	Hadfield Infant School Instagram page	Francesca Dodd	Francesca Dodd	October 2023	
TikTok	Hadfield Infant School	Francesca Dodd	Francesca Dodd	December 2023	

OUR SOCIAL MEDIA STANDARDS

We will ensure online conduct, whether on behalf of the school, or posted on a personal account by a staff member, does not impact adversely on the reputation and integrity of the setting.

As part of our obligations under KCSIE we may check (and record the outcomes of these checks) the online presence including social media searches of our staff, Governors and volunteers.

- Any use of social media that could impact on the school should meet these standards
- Respect others, they may be affected directly or indirectly by your actions online
- Be honest about who you are, and what you know
- Be sensitive to others and to your positive within the school
- Protect privacy and respect your confidentiality of that of others
- Maintain professional standards
- If in doubt, don't post!

OUR SOCIAL MEDIA RULES

These rules should be followed, to ensure we meet the required standards:

Be kind

- Use common courtesy
- Consider the potential effect on others of your words or content you post
- Always be responsible, credible, fair and honest, and consider how the information being published could be perceived or shared

Be honest

- Be transparent about your role, especially when representing the school in an official capacity
- Only post about things you know to be true and only if it is appropriate to share them
- Do not post someone else's image or content without prior permission, or with appropriate acknowledgement where permission has been given to reproduce.

Be sensitive

- Do not enter into discussion with parents or colleagues via social media forums
- Do not post or share images, memes (or similar) or links that are inappropriate or have inappropriate content
- Do not post anything that could be considered; discriminatory, gossip, lies, offensive or threatening comments, comments/images that deliberately, negligently, or recklessly mock, tease, humiliate or harass an individual
- Be especially careful when posting about potentially inflammatory subjects
- Do not give advice or information that you know to be contrary to the School's policies or interests
- Do not reveal any sensitive information about the school or about any plans that are not yet public
- In the event of an incident affecting the school or any members of the school community only official communications channels and accounts should comment or share news or updates
- Be aware of the potential risks of communicating with current and ex-pupils in ways which may be considered inappropriate, particularly if it could be shown that the adult-pupil relationship of trust had been breached.
- Only use official school platforms to post school information, celebration, news and photographs. Ensure all posts are in line with the Safeguarding policy.
- Report any inappropriate contact from pupils to the Headteacher or SLT at the earliest opportunity to prevent situations from escalating
- Staff are reminded that, as a safeguarding issue, they should always be careful about who they are 'talking to'. It is very easy to hide an identity in an on-line conversation

Protect privacy and respect confidentiality

- Do not breach confidentiality – do not share anything private about anyone else
- Don't share anything about yourself that you wouldn't want the rest of the school community to see

- Be aware that what you post could divulge information such as your home address
- Always follow the Data protection policy and ensure that you have secured the appropriate consent before sharing images on the official social media channel.
- Apply appropriate security and privacy settings to your social media accounts and the devices you use to access them.
- Make yourself familiar with privacy setting – these change often and with little or no warning; users with access to the school account will ensure that privacy settings are routinely updated
- Be aware of ‘phishing’ attempts through social media, where scammers may try to obtain information about you or other people. Including passwords or financial information.

Maintain professional standards

- Do no ‘befriend’ or initiate engagement online with pupils, or families of pupils (including formed pupils who have recently left school) unless you are the parent of the pupil of a close family member
- If you do wish to communicate with or are contacted by a former pupil who has recently left school, via social media, contact the Headteacher before engaging
- Always be professional and aware that you are an ambassador for the school. Remember you are representing the school, and the same standards of conduct should be followed online as well as offline.
- Do not post or share offensive, discriminatory, or illegal content, or anything that would bring the school into disrepute
- Ensure a clear distinction between school, and personal life when making comments and posts

IF IN DOUBT DON'T POST IT!

- Once you’ve posted something to the internet it cannot be taken back
- Even if you delete content, it may already have been copied or saved by another user and could be shared more widely
- Even if you have posted in a closed or private group other members may not respect the rules of your confidentiality.

ACCESS TO SOCIAL MEDIA AT WORK, FOR PERSONAL USE

Personal use of the Internet including access to social media is only permitted in your own time (before or after work and during lunchtime) and must not be left running ‘in the background’ whilst at work. Staff are advised to refer to the Acceptable use of ICT, internet and electronic communication policy for further guidance.

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 schools official channels, so they can be dealt with in line with the schools complaints procedure.

Parents/carers **shout not** use social media to –

- Complain about individual members of staff, other parents/carers or pupils
- Complain about 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

WHATSAPP GROUPS

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

ONLINE SAFETY CONCERNS

All staff members will be made aware of the reporting procedure for online safety concerns, including breaches or filtering, youth produced sexual imagery (sexting, nudes), cyberbullying, illegal content and radicalisation.

Refer to ‘Keeping Children Safe in Education 2023’.

INNAPROPRIATE REFERENCE TO THE SCHOOL OR STAFF

Members of staff who find that ‘friends’ have posted inappropriate material, relating to themselves on a social media site should ask them to remove it. If necessary, users can also report comments and posts to the site. Staff should advise the Headteacher if there are likely repercussions for the setting.

Where staff are the target of complaints or abuse on social networking sites, site reporting functions should be used. Where possible screen captures (Screen grabs) or photos of any post, page, or thread which may be considered harmful, threatening or abusive should be taken.

Where staff find inappropriate reference to the school, staff or pupils posted by parents, colleagues, pupils or other members of community, this should be reported to the Headteacher as soon as possible. The Headteacher will take the appropriate course of action, which may include contacting the Human Resource team, seeking legal advice or contacting the police. Staff must **not attempt** to deal with the situation personally.

COMPLAINTS

There may be times where individuals will bypass the school's complaints procedures and use social media to criticise school decisions or policy, and, in some cases make malicious comments about staff or governors.

Whilst people have a right of freedom of expression under the Human Rights Act 1998, their opinions should not cause harm or distress. Any complaint, dispute or grievance posted on any social media channels which name staff members, pupils, governors, or volunteers should be reported to the Headteacher as soon as possible.

Concerns and complaints relating to colleague or pupil's social media activity should be directly to the Headteacher and SLT as appropriate.

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 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 biannually.

The governing body is responsible for approving this policy.

RELEVANT LEGISLATION

In applying this policy, the school will adhere its rights, responsibilities, and duties in accordance with UK law. The following legislation may be pertinent.

- Keeping Children Safe in Education 2023
- Regulation of Investigatory Powers Act 2000
- Malicious Communications Act 1998; section 1
- The Human Rights Act 1998
- The Computer Misuse Act 1990
- Protection from Harassment Act 1997
- Communications Act 2003; section 127
- Racial and Religious Hatred Act 2006
- The Data Protection Act 2018 and UK General Data Protection Regulations
- The Equality Act 2010
- The Defamation Act 2013

RELATED POLICIES

- Child Protection Policy
- ICT and acceptable use Policy
- Behaviour Policy
- Staff Conduct Policy