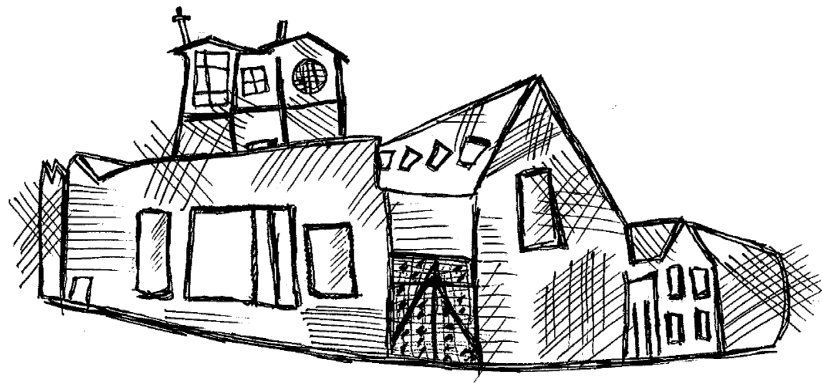


Grange Primary School



Social Media Policy

September 2026

Belong

Believe

Achieve

Social media policy

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1. Introduction:

The purpose of this document is to ensure that people connected with the school know how to use social media in a positive and professional manner and as a guideline to avoid misusing social media.

The school recognises the numerous benefits and opportunities which a social media presence offers. Staff, parents/carers and pupils/students are actively encouraged to find creative ways to use social media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media by the school, its staff, parents, carers and children.

This policy is subject to the school's Codes of Conduct and Acceptable Use Agreements.

2. Definition:

Social media (e.g. Instagram, X, TikTok, LinkedIn) is a broad term for any kind of online platform which enables people to directly interact with each other. However some games, for example Minecraft or World of Warcraft and video sharing platforms such as You Tube have social media elements to them.

3. Scope of this policy:

This policy is subject to the school's Codes of Conduct and Acceptable Use Agreements.

This policy:

- Applies to all staff and to all online communications which directly or indirectly, represent the school.
- Applies to such online communications posted at any time and from anywhere.
- Encourages the safe and responsible use of social media through training and education
- Defines the monitoring of public social media activity pertaining to the school

The school respects privacy and understands that staff and pupils/students may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

Professional communications are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy.

Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

Digital communications with pupils/students are forbidden unless the child is a relative of the member of staff.

4. Grange's social media

Grange will be communicating special events and achievements with their followers using X (formerly known as Twitter) and Instagram. Staff are asked to post these events on the school's X page. Staff should remember to include photographs (where possible) to add to the Tweet.

Members of staff are advised not to follow the school's social media activities with their own personal private social media accounts. Members of staff should consider their visible digital footprints this could leave and how their private lives could be made public in doing so.

5. Monitoring

School accounts must be monitored regularly and. Any comments, queries or complaints made through those accounts must be responded to as soon as possible, even if the response is only to acknowledge receipt. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account. It is the whole school's staff responsibility to monitor the activity on the school's social media.

6. Behaviour

- The school requires that all users using the school's social media accounts adhere to the standard of behaviour as set out in this policy and other relevant policies.
- Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff, pupils or parents. School social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Users must declare who they are in social media posts or accounts. Anonymous posts are discouraged in relation to school activity.
- For personal social media accounts, members of staff should refer to the guidelines set out in the schools' code of conduct policy.
- Members of staff should not engage in conversations regarding school issues within either the school's social media or their own personal social media accounts.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.
- The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.

- The school's social media accounts should only be accessed via the school's network and not accessed on any outside unsecure network.

7. Legal considerations

- Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.
- Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

8. Handling abuse

- When acting on behalf of the school, handle offensive comments swiftly and with sensitivity. All issues of abuse should be reported to the head and deputy head teachers.
- If a conversation turns and becomes offensive or unacceptable, school users should block, report or delete other users or their comments/posts and should inform the audience exactly why the action was taken
- If you feel that you or someone else is subject to abuse by colleagues through use of a social networking site, then this action must be reported using the agreed school protocols (including logging details and evidence of this on Cpoms).

9. Tone

The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:

- Engaging
- Conversational
- Informative

10. Use of images

School use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to. This section relates to the school's code of conduct policy.

- Permission to use any photos or video recordings should be sought If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.
- Under no circumstances should staff share or upload student pictures online other than via school owned social media accounts
- Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts. Students should be appropriately dressed, not be subject to ridicule and must not be on any school list of children whose images must not be published.

- Staff should only use school equipment to take photos with and not their own personal mobile phones.
- If a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, they must delete it immediately.
- Parents attending school events should only take photos of their child or of children they have permission to take photos of.

11 use of social media

- **Staff**
 - Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy.
 - Personal communications which do not refer to or impact upon the school are outside the scope of this policy.
 - Where excessive personal use of social media in school is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken
 - *The school permits reasonable and appropriate access to private social media sites.*
- **Pupil/Students**
 - Pupils should be reminded of the age restrictions and therefore should not have access to the school's social media accounts via their own private accounts.
 - Teachers should follow the e-safety policy and scheme of work to keep children aware of the age restrictions and the dangers of using social media. Teachers should also refer to digital footprints which pupils can leave behind online.
 - Should a member of staff find a pupil using a social media account, the member of staff should report to this to the DSL.
- **Parents/Carers**
 - If parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use.
 - Parents/Carers are encouraged to view the school's social media activity. In the event of any offensive or inappropriate comments being made, the school will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, refer parents to the school's complaints procedures.
 - Parents and carers will be reminded, when attending school events, only to take and publish photos of their own children or have permission to do so for other children.
 - Parents are invited to attend workshops (held termly) to make the aware of issues on social media.