



St Margaret's CE VA Primary School: Social Media Policy

Policy Status: Statutory

Policy Written: June 2025

Last Reviewed:

Next Review Date: June 2028

1. Introduction

This policy outlines the guidelines and expectations for the use of social media by all members of the St Margaret's CE VA Primary School community, including staff, pupils, parents/carers, and governors. It aims to promote responsible and safe online behaviour, protect the reputation of the school, and ensure compliance with relevant legislation and guidance. This policy is underpinned by our Christian values of Respect, Thankfulness, Forgiveness, Perseverance, Responsibility, and Truthfulness, and our vision: Learn to love, love to learn, strive to serve.

2. Purpose

The purpose of this policy is to:

- Provide clear guidelines for the appropriate use of social media.
- Protect pupils, staff, and the school from potential harm or reputational damage.
- Promote a positive and respectful online environment.
- Ensure compliance with relevant legislation, including data protection laws (GDPR), safeguarding regulations, and the Prevent Duty.
- Support the school's vision of being a shining light in the community.
- Align with ISI Independent School Inspectorate – Framework for the inspection of association independent schools, including residential (boarding) schools and registered early years settings. Section 4: Pupils' social and economic wellbeing, and contribution to society.

3. Scope

This policy applies to:

- All staff (teaching and non-teaching), governors, volunteers, and contractors.
- All pupils, both during and outside of school hours, when their online behaviour could affect the school community.
- Parents/carers when engaging with school-related social media.



- Any social media platforms used to represent or discuss St Margaret's CE VA Primary School.

4. Roles and Responsibilities

- **Headteacher:** Overall responsibility for the implementation and review of this policy.
- **Designated Safeguarding Lead (DSL):** Responsible for addressing any safeguarding concerns arising from social media use.
- **Staff:** Responsible for adhering to this policy, modelling responsible online behaviour, and reporting any concerns.
- **Pupils:** Responsible for using social media respectfully and safely, and for reporting any concerns to a trusted adult.
- **Parents/Carers:** Responsible for supporting the school's policy and for monitoring their child's online activity.
- **Governors:** Responsible for overseeing the implementation and effectiveness of this policy.

5. Guidelines for Social Media Use

5.1. Staff Guidelines

- **Professional Conduct:** Staff must maintain professional standards of behaviour online, reflecting the school's values.
- **Confidentiality:** Staff must not share confidential information about pupils, staff, or the school on social media.
- **Personal Accounts:** Staff should exercise caution when using personal social media accounts, ensuring that their online activity does not bring the school into disrepute.
- **Friending Pupils:** Staff should not "friend" or connect with pupils on personal social media accounts.
- **Reporting Concerns:** Staff must report any safeguarding concerns or breaches of this policy to the DSL.
- **Image Consent:** Staff must ensure that appropriate consent has been obtained before posting images or videos of pupils online.
- **Professional Boundaries:** Maintain professional boundaries in all online communications with pupils and parents.

5.2. Pupil Guidelines

- **Online Safety:** Pupils must understand the risks associated with social media and how to stay safe online.
- **Respectful Communication:** Pupils must communicate respectfully online, avoiding cyberbullying, harassment, or offensive language.
- **Privacy:** Pupils must protect their personal information and avoid sharing sensitive details online.



- **Reporting Concerns:** Pupils must report any concerns about online safety or bullying to a trusted adult.
- **Image Consent:** Pupils must not post images or videos of others without their permission.
- **Appropriate Content:** Pupils must not post or share inappropriate content, including violent, sexual, or discriminatory material.
- **Adhere to school e-safety and acceptable use policies.**

5.3. Parent/Carer Guidelines

- **Supporting the School:** Parents/carers are encouraged to support the school's social media policy and promote responsible online behaviour at home.
- **Respectful Communication:** Parents/carers should communicate respectfully when engaging with the school's social media accounts.
- **Privacy:** Parents/carers should respect the privacy of other pupils and staff when posting or sharing content related to the school.
- **Reporting Concerns:** Parents/carers should report any concerns about online safety or bullying to the school.
- **Image Consent:** Parents/carers should be aware of the school's policy on image consent and avoid posting images or videos of other pupils without permission.
- **Consider the impact of their posts on the school's reputation.**

5.4. School Social Media Account Guidelines

- **Purpose:** The school's official social media accounts will be used to share information about school events, achievements, and initiatives, and to promote the school's vision and values.
- **Content:** All content posted on the school's social media accounts must be appropriate, accurate, and respectful.
- **Monitoring:** The school's social media accounts will be regularly monitored to ensure compliance with this policy and to address any concerns.
- **Image Consent:** Appropriate consent must be obtained before posting images or videos of pupils online.
- **Data Protection:** Personal data will be handled in accordance with GDPR and other relevant data protection legislation.
- **Brand Consistency:** Ensure posts align with the school's branding and messaging.
- **Engagement:** Respond to comments and messages in a timely and professional manner.
- **Safeguarding:** Immediately address and report any safeguarding concerns identified on social media.
- **Align with OFSTED guidelines.**

6. Implementation



- This policy will be communicated to all staff, pupils, parents/carers, and governors through [methods, e.g., school website, newsletters, staff meetings, pupil assemblies].
- Training will be provided to staff on responsible social media use and online safety.
- Pupils will receive age-appropriate education on online safety and cyberbullying.
- The school will regularly review its social media practises to ensure compliance with this policy and relevant legislation.
- Consent forms will be used to obtain permission for posting images or videos of pupils online.
- Social media accounts will be monitored regularly for inappropriate content or activity.

7. Breaches of the Policy

Any breaches of this policy will be taken seriously and may result in disciplinary action, including:

- For pupils: Sanctions in accordance with the school's behaviour policy.
- For staff: Disciplinary action in accordance with the school's disciplinary policy.
- For parents/carers: Restrictions on access to school events or social media accounts.
- Legal action, if appropriate.

8. Related Policies and Documents

- Safeguarding Policy
- Behaviour Policy
- E-Safety Policy
- Acceptable Use Policy
- Data Protection Policy
- Photography and Filming Policy

9. Review and Evaluation

This policy will be reviewed annually, or more frequently if necessary, to ensure its effectiveness and compliance with relevant legislation and guidance. The review will involve input from staff, pupils, parents/carers, and governors.

10. Appendix

- Consent Form for Photography and Filming
- Social Media Guidelines for Pupils (Age-Appropriate Version)
- Links to Online Safety Resources