



**Beaupré**  
COMMUNITY PRIMARY SCHOOL

# **Social Media Policy**

This policy was approved

**March 2026**

**This policy should be reviewed annually**

*“Together unlocking the potential of every child; inspiring children and changing lives”*

# 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's official social media channels are as follows:

- › Facebook

These accounts are managed by The Headteacher, School Business Manager and School Administrator. Staff members who have not been authorised by the Headteacher or School Business Manager to manage, or post to, the account, must not access, or attempt to access, these accounts.

If any members of the school community have any suggestions for something they would like to appear on our school social media channel(s), they should speak to the Headteacher, School Business Manager or School Administrator.

## 2.1 Facebook

The school will post on Facebook:

- › 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
- › Invitations to provide feedback

The school **will not** post on Facebook:

- › Names and photos of individuals (unless they have given consent)
- › Harmful or abusive comments
- › Messages to specific people
- › Political statements
- › Advertisements for businesses unless directly related to the school
- › Links to staff members' personal accounts

## 2.2 X (formerly Twitter)

The school does not currently have an X account

## 2.3 Moderation

As standard, comments sections on school social media posts will be closed, preventing comments from being left.

If/when comments sections are open, the 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.
- › Posts that advertise commercial activity or ask for donations

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.

Posts should only be used as a one-way channel for distributing news and dialogue should never be entered into. If any pupil engages a member of staff in direct message conversation using social media, this should be reported to the Headteacher and the conversation should be continued in person.

School social media accounts may be used to highlight our connection to the local community, which is a core part of our purpose as a community school. This includes but is not limited to: local businesses, public services, community groups, charities and government agencies. Social media posts will not be used to advertise any paid services, and should not be considered as promotion to the public.

## 2.4 Raising Concerns

If any member of staff has a concern about any post or content on any of the school social media accounts, they should raise it with the Safeguarding Lead. If a child or parent makes a complaint to you, please forward this to the Headteacher or School Business Manager.

## 2.5 Following other social media users

The school:

- › Will only 'like' Facebook pages with a non-commercial interest – being 'liked' by us doesn't imply endorsement of any kind
- › May follow other users if they follow us – being followed by us doesn't imply endorsement of any kind

## 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, or school accounts for personal use
- › 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 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 behavior 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).

All staff must be aware that when content, including images, is uploaded to social media then the user agrees to the terms and conditions of that social media. For many social media websites this would mean that by uploading any images or videos the school is granting the site a license to copy, modify and use the images. This means that the school no longer "owns" the content and it can be used without the school's consent or knowledge.

## 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 or staff without their permission

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

In order to maintain a thorough understanding of the social media use of our pupils, as well as the social media landscape for children as a whole, the school has a selection of Year 6 Social Media Consultants. These children advise staff on a range of social media topics, including emerging trends, social media platforms and new vocabulary, as well as serving as 'whistle-blowers' for any inappropriate social media interaction they may become aware of.

## 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

The school does not use WhatsApp to communicate with parents/carers or pupils.

Governors using a WhatsApp group should follow the above social media guidelines.

## 6. Training and awareness

Induction includes all relevant policies. Yearly safeguarding training includes online safety. Staff and Governors are made aware and agree annually to the ICT Acceptable Use policy.

## 7. Identity Protection/Content Guidance

We deem it of paramount importance that the identity of our pupils is protected, even when we have permission from a parent/carer to use their child's image on social media. In order to protect the identity of pupils the school will employ the techniques listed below when necessary.

- Where possible, posting images of students will be avoided.
- When posting images of students, written permission must be obtained from parents/carers to post images on social media.

- When posting images of children, faces should not be shown. If present, they will be edited out to protect privacy.
- Students names and identifying information will not be included in or alongside images. If present, they will be edited out to protect privacy.

## **8. 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 annually

The governing board is responsible for reviewing/approving this policy.

## **9. Related policies**

- › Child protection policy
- › ICT and internet acceptable use policy
- › Behaviour policy
- › Staff behaviour policy
- › Mobile phone and Smart Device use policy