



Willoughton Primary School

The Cliff Federation Social Media Policy

<u>Policy Information</u>			
Status:	Recommended with Safeguarding	Reviewed by:	Full Governing Board
Cycle of Review:	Annually	Policy Ratified	March 2025
Signed as accepted:			

Rationale

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new and exciting ways. It is important that we can use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to our school, the community, our legal responsibilities, and our reputation.

For example, our use of social networking applications has implications for our duty to safeguard children, young people, and vulnerable adults.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to all members of staff at The Cliff Federation of schools.

The purpose of the policy is to:

- Safeguard all children.
- Ensure that the reputation of the school, its staff and governors is protected.
- Protect the school from legal risks.
- Ensure that any users are clearly able to distinguish where information provided, via social media, is legitimately representative of the school.

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.

Governing Body: Full Governors

Review Date:

Page 1 of 4

Use of official school social media

The schools' official social media channels are as follows:

X (formerly Twitter) @WilloughtonSch

Class Dojo (Hemswell Cliff Primary school and Willoughton Primary School)

These accounts are managed by the Senior Leadership Team. Classroom staff also have authorisation to post to photos, videos and communication.

Class Dojo

The school will post on Class Dojo:

- 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 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

X (formerly Twitter)

The school posts on X:

- Achievements of pupils and staff
- Photos or posts about school trips, events and activities

Moderation

Staff responsible for our social media accounts will delete as soon as reasonably possible:

- Abusive, racist, sexist, homophobic or inflammatory comments
- 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.

Following other social media users

The school:

- Will only 'follow' or 'like' X pages with a non-commercial interest – being 'liked' by us doesn't imply endorsement of any kind.

-

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 past or present (unless they are family members)
- 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
- 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.

-

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
-

Monitoring and review

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 **two years**. The governing body have responsibility for **approving** this policy.

Related policies

- Safeguarding and Child protection policy
- E safety and Acceptable use policies
- Relationships and Behaviour policies
- Staff Code of Conduct
- Personal technology policy