# Social Media Policy

Spring Term 2026

Promoting safe, respectful and responsible communication across our school community.

## Statement of Intent

Elloughton Primary School recognises that social media is a widely used and valuable form of communication. We aim to use it positively to celebrate achievements, share information and engage with our school community, while ensuring the safety and wellbeing of pupils, staff and families. This policy sets out expectations for the safe and responsible use of social media by staff, pupils, parents and carers.

## Aims of the Policy

- To safeguard pupils and staff
- To promote responsible use of social media
- To protect the reputation of the school
- To provide clear guidance for all members of the school community

## School Use of Social Media

The school may use official social media accounts to:

- Share news and achievements
- Promote school events and activities
- Celebrate pupils' work and successes
- Communicate key messages to parents and the wider community

All official school accounts will:

- Be managed by authorised staff only
- Be monitored regularly
- Operate in line with safeguarding and data protection requirements
- No personal information about pupils will be shared without appropriate consent.

## Staff Code of Conduct (Social Media)

Staff at Elloughton Primary School are expected to maintain the highest standards of professional conduct when using social media, both within and outside of school.

Staff must:

- Maintain clear professional boundaries at all times.
- Not accept or initiate friend or follow requests with pupils on personal social media accounts.
- Not communicate with pupils or parents via personal social media platforms.
- Use only official school communication channels when interacting with parents and carers.
- Ensure personal social media accounts have appropriate privacy settings in place.
- Consider the potential impact of any content they post on their professional role and the reputation of the school.

Staff must not:

- Share confidential or sensitive information about pupils, staff or the school.
- Post images or information about pupils without appropriate consent.
- Make comments that could be perceived as inappropriate, offensive or damaging to the school community.
- Identify themselves as employees of the school in a way that could bring the school into disrepute.

Staff should be aware that:

- Their online behaviour, even in a personal capacity, may be subject to scrutiny where it impacts on their professional role.
- Inappropriate use of social media may lead to disciplinary action.

All staff must adhere to this guidance in line with the school's safeguarding responsibilities and the expectations set out in *Keeping Children Safe in Education (KCSIE)*.

Any concerns regarding the use of social media should be reported to the Headteacher or Designated Safeguarding Lead.

## Pupils Use of Social Media

The school recognises that pupils are increasingly exposed to social media. We aim to educate pupils on how to use it safely and responsibly through the curriculum, including PSHE and computing.

Pupils will be encouraged to:

- Use social media in a safe and respectful way
- Report any concerns or inappropriate content to a trusted adult

Pupils must not:

- Post harmful, unkind or inappropriate content
- Share personal information online

## Parents and Carers

We ask that parents and carers:

- Use social media responsibly and respectfully
- Do not post images or videos of other children without permission
- Raise concerns directly with the school rather than via social media
- Avoid posting negative or defamatory comments about the school, staff or pupils

We value positive communication and encourage parents to contact the school directly with any queries or concerns.

## Safeguarding

All concerns relating to social media use, including potential safeguarding issues, will be taken seriously and addressed in line with the school's Safeguarding and Child Protection Policy.

## Managing Concerns and Complaints

- Inappropriate use of social media by staff may be addressed through disciplinary procedures

- Concerns relating to pupils will be managed in line with behaviour and safeguarding policies
- The school may request that inappropriate content is removed

## Data Protection

This policy should be read in conjunction with the school's:

- Data Protection Policy
- Privacy Notice for Pupils and Parents/Carers
- Safeguarding and Child Protection Policy
- Staff Acceptable Use Policy

## Monitoring and Review

This policy will be reviewed regularly to ensure it remains up to date with current guidance and legislation.

## Adoption, Approval, Sign Off

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| Signed | **Mrs Fulstow** |
| On behalf of | Full Governing Body |
| Date | Spring Term 2026 |

## Document Control

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| Title of document | **Social Media Policy** |
| Revision number | **2** |
| Review frequency | Annually |
| Next review date | Spring Term 2027 |
| Type or status | Policy |
| Statutory? | Yes |

This Policy related to the following policies:

- Safeguarding and Child Protection
- Online Safety
- Data Protection
- Privacy Notice for Pupils and Parents/Carers
- Staff Acceptable Use Policy