Banks Road Primary School

Social Media Policy for Parents/Carers and Pupils

Provenance/ Author	Person(s) Responsible	Version	Reviewers	Effective Date	Recommended Review Date	Distribution
The Key	Headteacher	V1	Governing Board	September 2025	September 2026	All Staff

Contents

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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:

> X: @BanksRoadSch

> Facebook: https://www.facebook.com/profile.php?id=61559420583529

> Instagram: https://www.instagram.com/banksroadsch/

> LinkedIn: https://www.linkedin.com/company/banks-road-primary-school/

These accounts are managed by the school's Headteacher and/or Deputy Headteacher. Staff members who have not been authorised by the Headteacher to manage or post to the account must not access, or attempt to access, these accounts.

If you have suggestions for something you'd like to appear on our school social media channel(s), please contact Mr. Savage (Deputy Headteacher).

2.1 Facebook/Instagram/LinkedIn

The school will post on Facebook/Instagram/LinkedIn:

- 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/Instagram/LinkedIn:

- 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 posts on X:

- 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 X:

- 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

2.3 Moderation

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.

2.4 Following other social media users

The school:

- Will only 'like' Facebook/Instagram/LinkedIn pages with a non-commercial interest – being 'liked' by us does not imply endorsement of any kind
- May follow other users on the different social media accounts. Being followed by us does not imply endorsement of any kind

3. Personal use of social media by pupils

The school encourages pupils to:

- Always be respectful to members of staff and the school
- 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 without their permission

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

4. 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/carers must:

- 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 at all times
- 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

4.1 WhatsApp groups

We expect parents/carers to follow the above social media guidelines when using WhatsApp groups where school employees, school matters and all other business related to the school is discussed.

5. 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 and approving this policy.

6. Related policies

> Child protection policy

> ICT and internet acceptable use policy

> Behaviour policy

> Staff behaviour policy

> Mobile phone use policy