

# Vigo Primary School



## Social Media Policy

**This policy has been adopted by the Governing Body in March 2025 and will be reviewed in March 2026.**

**Signed: *Marty Johnson (CoG)***

Social media and social networking sites play an important role in the lives of many people. We recognise that this brings risks, but equally there are many benefits to be gained. This gives clarity to the way in which social media/mobile phones are to be used by pupils, governors, visitors, parent helpers and school staff at Vigo Primary School. It will also provide guidance for parents.

There are four key areas:

- A. Use of social networking by staff in a personal capacity
- B. The use of social networking sites by pupils within school
- C. Comments posted by parents/carers
- D. Dealing with incidents of online bullying

## **Roles & Responsibilities**

### ***A) All Staff: Use of social networking by staff in a personal capacity***

It is possible that a high proportion of staff will have their own social networking site accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner.

- Staff must confirm by email to the School Business Manager whether they have any social media accounts such as Facebook or Twitter. They also have to advise whether they have any 'friends' on social media who are current pupils or ex pupils (having left in the last 5 years) and their relationship to them. A nil return is required.
- Staff are strongly advised not to add parents as 'friends' into their personal accounts.
- Under no circumstances should staff share or upload student photos online other than via school website
- Staff must not post comments about the school, pupils, parents or colleagues including members of the Governing Body.
- Staff must not use social networking sites within school hours
- Staff should only use social networking in a way that does not conflict with the current National Teacher's Standards.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Inappropriate use by staff should be referred to the Headteacher in the first instance and may lead to disciplinary action.
- Identified members of the Senior leadership Team will be given permission to access the school's Facebook page during the school day to upload moments and events for celebration within the school day.

### ***All Pupils: The use of social networking sites by pupils within school.***

In terms of private use of social networking sites by a child, children under the age of 13 are not permitted to register on sites such as Facebook and Instagram. Other networking sites aimed at

children such as Minecraft or Roblox should not be used/accessed in school unless under the direction of a teacher and for a purpose clearly apparent from the learning objective of the relevant learning experience. The school's Acceptable Use Policy (AUP) outlines the rules for using IT in school and these rules therefore apply to use of social networking sites.

***B) Parents and Carers: Comments posted by parents/carers***

Parents and carers are reminded of their responsibilities regarding their use of social networking. Methods of school communication include the prospectus, the website, newsletters, letters and verbal discussion. School policies and documents provide further information regarding appropriate channels of communication and means of resolving differences of opinion. Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for the child.

- Parents must not post pictures of pupils, other than their own children, on social networking sites where these photographs have been taken at a school event.
- Parents should make complaints through official school channels rather than posting them on social networking sites.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

***C) Dealing with incidents of online bullying/inappropriate use of social networking sites***

All cases of online bullying will be dealt with in accordance with the school's Anti-bullying policy. The school can take action with reference to any incident that takes place outside school hours if it:

- Could have repercussions for the orderly running of the school.
- Poses a threat to a member of the school community.
- Could adversely affect the reputation of the school, or its employees/governors.

Where appropriate, legal action will be taken by the school's governors.

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

- Safeguarding Policy
- Child Protection Policy
- Anti-Bullying Policy
- Behaviour Policy