

Vigo Primary School



Social Media Policy

**This policy has been adopted by the Governing Body in September 2026
and will be reviewed in September 2027.**

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.

The school recognises that online harm may occur through social media platforms, gaming environments, messaging services, live streaming, artificial intelligence tools and emerging technologies. Concerns relating to online abuse, child-on-child abuse, harmful content, exploitation, radicalisation, image sharing or AI-generated imagery will be managed through the school's safeguarding procedures.

The school maintains appropriate filtering and monitoring systems to help safeguard pupils and staff online. The effectiveness of these systems is reviewed annually in line with DfE requirements. Concerns identified through monitoring processes will be managed in accordance with safeguarding procedures.

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 are expected to maintain appropriate professional boundaries online and ensure their use of social media does not bring themselves, the school or the profession into disrepute.
- 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.
- Personal use of social media should not take place during working time, except during designated breaks. Authorised staff may access school social media platforms for approved educational, communication or promotional purposes.
- 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.

- School photographs stay within school-approved systems. Staff must never use personal phones, personal email or personal cloud storage to share or store pupil images. Pupils and staff are taught that photos and videos can be copied, manipulated and distributed online. The school promotes safe and responsible use of images and responds to harmful or manipulated imagery in accordance with safeguarding procedures.
- Staff must not use generative AI tools to create, alter or distribute images of pupils without explicit school approval and lawful authority. Concerns relating to AI-generated, synthetic or manipulated images involving children will be referred immediately to the Designated Safeguarding Lead.

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

In terms of private use of social networking sites by a child, many social networking platforms operate minimum age requirements and terms of service. The school educates pupils and families about age-appropriate and safe use of social media and digital technologies.

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.

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 and carers are requested not to publish photographs or videos containing other children on social networking sites without appropriate consent.
- 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.

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.

Any safeguarding concern arising from social media or online activity must be reported immediately to the Designated Safeguarding Lead (DSL) or a Deputy DSL.

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

Roles and Responsibilities

Governing Body

The Governing Body will:

- Ensure that this policy is implemented consistently across the school.
- Ensure that online safety remains a key aspect of the school's safeguarding culture.
- Monitor the effectiveness of the school's approach to social media and online safety.
- Ensure appropriate filtering and monitoring systems are in place and reviewed regularly as part of safeguarding arrangements.
- Support the Headteacher and Designated Safeguarding Lead (DSL) in maintaining effective safeguarding practices relating to online activity.

Headteacher

The Headteacher will:

- Lead the implementation of this policy.
- Promote a culture of safe, responsible and professional use of social media.
- Ensure all staff receive appropriate safeguarding and online safety training.
- Investigate concerns regarding inappropriate use of social media by staff, pupils, parents or visitors, and take appropriate action where necessary.
- Ensure safeguarding concerns arising from online activity are reported and managed in line with the school's Child Protection and Safeguarding Policy.

Designated Safeguarding Lead (DSL)

The DSL will:

- Act as the lead professional for safeguarding concerns relating to social media and online activity.
- Support staff in identifying and responding to online safety concerns.
- Ensure concerns relating to cyberbullying, child-on-child abuse, online exploitation, harmful content, image sharing, AI-generated content or other online risks are managed in accordance with safeguarding procedures.
- Liaise with external agencies where appropriate.
- Work with school leaders and IT support staff to ensure online safety arrangements remain effective.

All Staff

All staff are responsible for:

- Maintaining professional standards when using social media and digital technologies.
- Following the Staff Code of Conduct, Acceptable Use Policy and safeguarding procedures.
- Protecting the confidentiality and privacy of pupils, families and colleagues.

- Reporting any safeguarding concerns arising from social media or online activity immediately to the DSL or a Deputy DSL.
- Promoting safe and responsible online behaviour and acting as positive role models for pupils.

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

- Safeguarding Policy
- Child Protection Policy
- Anti-Bullying Policy
- Behaviour Policy
- Staff Code of Conduct Policy