



Social Media Policy

Date Policy Formally Agreed By Governors:
Date Policy Becomes Effective: 2017
Review Date: 2018, 2020, 2023, 2025
Person Responsible for Implementation and Monitoring: Headteacher

1. Aims

Keldmarsh Primary School recognise that members of the school community use the internet for personal purposes and that they may participate in social media in its many forms. For the purposes of this policy, 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 and online gaming. Social media brings opportunities to understand, engage and communicate with audiences in new ways. We recognise the numerous benefits and opportunities which a social media presence offers; however, there are some risks associated with its use, especially around the issues of safeguarding, bullying, personal and business reputation.

This policy aims to:

- set guidelines on the use of school's social media
- establish 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.

2. Use of official school social media

Instagram

The school has an Instagram account: keldmarshprimaryschool which parents/carers are encouraged to follow in order to see updates of posts relating to the day to day life of the school. This is managed by the Headteacher. The school has guidelines for what may and must not be posted on this account (Appendix 1). Those who are authorised to manage, or post to, the account must make sure they abide by these guidelines at all times.

Google Classroom

Google Classroom is primarily a learning platform for educational use, not a social media platform. However, it does have some similar functions to social media, such as a feed where users can post and comment. Each class teacher manages their own Google Classroom; however, these are monitored regularly by the senior leadership team. The school has guidelines for what may and must not be posted on this account (Appendix 2). Those who are authorised to manage, or post to, the account must make sure they abide by these guidelines at all times.

No other social media sites are used by the school. Staff are not permitted to create or use any other social media accounts or sites related to the school without permission from the Headteacher.

3. Use of social media by staff in a personal capacity

Staff are entitled to have their own personal social media accounts. As an employee of East Riding of Yorkshire Council, the code of conduct for staff addresses the need to behave in an appropriate manner and ensure that the school and local authority are not brought into disrepute. The Local Authority have guidance for staff's social media use which can be accessed by staff in the Staff Shared Drive on Google Drive. Additional school specific guidance has also been created (Appendix 3). 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. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

4. Use of social media by pupils and parents/carers

The vast majority of social media channels have an age rating of 13+ meaning that due to the age of our pupils, they should not be accessing them. Pupils and parents/carers will be advised and reminded regularly via in class discussions, the school website and newsletters that the use of some social media sites is inappropriate for primary-aged pupils. Parents/Carers will be asked to sign an Acceptable Use Statement as a sign of good faith that they will model to their children how to communicate respectfully with, and about, others online.

5. Cyber-bullying

Cyber-bullying is a form of bullying which takes place online, such as through social media sites. Like other forms of bullying, it is the repetitive, intentional harming of one person or group by another person or group, where the relationship involves an imbalance of power. Section five of the Behaviour Policy and Statement of Behaviour Principles outlines Keldmarsh Primary School's procedures for dealing with this specific online safety area.

6. Policy Review

This policy is reviewed and updated regularly to meet the changing needs of the school and in light of any new initiatives. The last review took in place in January 2025.

Appendix 1

Guidelines for using Instagram

All posts on Instagram will be made by the Headteacher or a member of staff designated by the Headteacher.

The Headteacher is permitted to use their mobile phone for accessing and updating the school Instagram account at any time. Personal mobile phones must not be used to take photos of children except in very exceptional circumstances when permission from the Headteacher has been sought and granted in advance. These images will be sent to the Headteacher and then deleted from the staff member's phone immediately. Any images on the Headteacher's phone will be deleted once they have been posted on Instagram.

Photo permissions are sought from parents when their children first start school and this can be updated at any time via the Parent Lite App. Posts made to Instagram will only contain images of children whose parents have given permission for their child to appear on Social Media. When posting images of children, the Headteacher or designated member of staff making the post, will always have a second person checking the image to ensure that children without permission do not appear.

The content of posts on Instagram must be appropriate and not bring the local authority, school, or any member of the community into disrepute.

If a parent requests a post of their child be removed, this will be actioned immediately.

Appendix 2

Guidelines for using Google Classroom

Class Teachers

The class teacher will make posts, which may include images, to the Google Classroom which:

- support learning in a particular subject which requires the children to be online during the school day
- communicate and celebrate learning from individual lessons across the week
- communicate and celebrate the learning across the week as a whole
- advise of class specific homework

Photo permissions are sought from parents when their children first start school and this can be updated at any time via the Parent Lite App. Posts made to Google Classroom will only contain images of children whose parents have given permission for their child to appear on Google Classroom (This is separate from Social Media photo permissions). When posting images of pupils, the class teacher making the post will check against their photo permissions list to ensure that pupils without permission do not appear.

Children/Parents/Carers

Children will be provided with a class code which will allow them access to the appropriate Google Classroom via their Keldmarsh email address outside of school. The email address and access code must only be used by the child and their parents and must not be shared with anyone else.

Children (or parents/carers on their behalf) may make posts, which may include images, to the Google Classroom which:

- communicate and celebrate learning at home including homework
- communicate and celebrate an achievement outside of school e.g. a swimming certificate

Photos of children may be posted to Google Classroom as long as they are in line with the above bullet points, are appropriate and do not contain any other children unless permission has been sought from the child's parents. Posts which are not in line with the above bullet points may be deleted by the class teacher.

Google Classroom will not be used to communicate directly with parents/carers and class teachers are not expected to use the platform outside of the core school hours of 8:00am - 4:00pm.

Appendix 3

Guidance for the use of social media by staff in a personal capacity

Staff are advised:

- to familiarise themselves with social media sites' privacy settings in order to ensure that information is not automatically shared with a wider audience than intended
- that they should not conduct or portray themselves, or allow relatives/friends to portray them, in a manner which may:
 - bring the school into disrepute
 - lead to any parental complaints
 - be deemed as derogatory towards the local authority, school and/or its employees
 - be deemed as derogatory towards pupils, parents, carers or governors
 - bring into question their appropriateness to work with children
 - contravene the most up-to-date National Teachers Standards
 - lead to personal views or opinions being interpreted as those of the school
- that they should not form online friendships or enter into communication with parents/carers, pupils or ex-pupils as this could lead to professional relationships being compromised. Every employee is responsible for reporting to the appropriate manager every potential conflict of interest in which he/she may be involved
- that their use of social media must not allow, or have the potential to allow, allegations of impropriety to be sustained thereby bringing the local authority or the school into disrepute
- that they should not post pictures of or comments about school events, or of pupils
- that inappropriate use of social media by members of staff will be referred to the Headteacher in the first instance
- that their use of social media may be subject to disciplinary action.