



Social Media Policy

Approved by: Full Governing Body

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Signed:

Chair: Mr. C Harris



Reddal Hill Primary Social Media Policy

Our Social Media presence

Reddal Hill Primary works on the principle that if we don't manage our social media reputation, someone else will. Online Reputation Management (ORM) is about understanding and managing our digital footprint (everything that can be seen or read about the school online). Few parents will apply for a school place without first Googling the school, and the Ofsted pre-inspection check includes monitoring what is being said online.

Negative coverage almost always causes some level of disruption. Up to half of all cases dealt with by the Professionals Online Safety Helpline (POSH: helpline@safesinternet.org.uk) involve schools' (and staff members') online reputation. Accordingly, we manage and monitor our social media footprint carefully to know what is being said about the school and to respond to criticism and praise in a fair, responsible manner. The school does not maintain public social media accounts; communication with families takes place through Class Dojo and the school website.

Staff, pupils and parents/ carers' Social Media presence

Social media (including all apps, sites and games that allow sharing and interaction between users) is a fact of modern life, and as a school, we accept that many parents/ carers, staff and pupils will use it. However, as stated in the acceptable use policies, which all members of the school community sign, we expect everybody to behave in a positive manner, engaging respectfully with the school and each other on social media, in the same way as they would face to face.

This positive behaviour can be summarised as not making any posts which are or could be construed as bullying, aggressive, rude, insulting, illegal or otherwise inappropriate, or which might bring the school or (particularly for staff) teaching profession into disrepute. This applies both to public pages and to private posts, e.g. parent chats, pages or groups.

If parents/ carers have a concern about the school, we urge them to contact us directly and in private to resolve the matter. If an issue cannot be resolved in this way, the school complaints procedure should be followed. Sharing complaints on social media is unlikely to help resolve the matter, but can cause upset to staff, pupils and parents/ carers, also undermining staff morale and the reputation of the school (which is important for the pupils we serve).

Many social media platforms have a minimum age of 13 but the school regularly deals with issues arising on social media involving pupils/ students under the age of 13. We ask parents/ carers to respect age ratings on social media platforms wherever possible and not encourage or condone underage use.



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However, the school has to strike a difficult balance of not encouraging underage use at the same time as needing to acknowledge reality in order to best help our pupils/ students to avoid or cope with issues if they arise. Online safety lessons will look at social media and other online behaviour, how to be a good friend online and how to report bullying, misuse, intimidation or abuse. However, children will often learn most from the models of behaviour they see and experience, which will often be from adults.

Parents/ carers can best support this by talking to their children about the apps, sites and games they use (you don't need to know them – ask your child to explain it to you), with whom, for how long, and when (late at night / in bedrooms is not helpful for a good night's sleep and productive teaching and learning at school the next day). You may wish to refer to the [Digital Family Agreement](#) to help establish shared expectations and the [Top Tips for Parents](#) poster along with relevant items and support available from parentonlinesafety.lgfl.net and parentsafe.lgfl.net and introduce the [Children's Commission Digital 5 A Day](#).

Although the school does not have a social media platform such as Facebook, X and Instagram account, it asks parents/ carers not to use these channels, especially not to communicate about their children.

Emails and Class Dojo are the official electronic communication channel between parents/ carers and the school. Social media, including chat apps such as WhatsApp, are not appropriate for school use.

As outlined in the Acceptable Use Policies (AUP), pupils/ students are not allowed* to be 'friends' with or make a friend request** to any staff, governors, volunteers and contractors or otherwise communicate via social media.

Pupils/ students are discouraged from 'following' staff, governor, volunteer or contractor public accounts (e.g. following a staff member with a public Instagram account), as laid out in the AUPs. However, we accept that this can be hard to control (but this highlights the need for staff to remain professional in their private lives). In the reverse situation, however, staff must not follow such public student accounts.

* Exceptions may be made, e.g. for pre-existing family links, but these must be approved by the Headteacher and should be declared upon entry of the pupil or staff member to the school.

** Any attempt to do so may be a safeguarding concern or disciplinary matter and should be notified to the Designated Safeguarding Lead (if by a child), or to the Headteacher (if by a staff member).

Staff are reminded that they are obliged not to bring the school or the profession into disrepute and the easiest way to avoid this is to have the strictest privacy settings and avoid inappropriate sharing and oversharing online. They should never discuss the school or its stakeholders on social media and be careful that their personal opinions might not be attributed to the school, trust or local authority, bringing the school into disrepute.



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The serious consequences of inappropriate behaviour on social media are underlined by the fact that there has been a considerable number of Prohibition Orders issued by the Teacher Regulation Agency to teaching staff that involved misuse of social media/technology.

All members of the school community are reminded that particularly in the context of social media, it is important to comply with the school policy on and permission is sought before uploading photographs, videos or any other information about other people. Parents/ carers must **not** covertly film or make recordings of any interactions with pupils or adults in schools or near the school gates, nor share images of other people's children on social media as there may be cultural or legal reasons why this would be inappropriate or even dangerous (see nogfilming.lgfl.net for more information). The school sometimes uses images/ video of children for internal purposes such as recording attainment, but it will only do so publicly if parents/ carers have given consent on the relevant form.

Artificial Intelligence (AI) Tools and Online Safety

The school recognises that Artificial Intelligence (AI) technologies, including generative AI tools such as Microsoft Copilot, ChatGPT, Gemini and other AI-powered applications, are becoming increasingly common. Staff, pupils and parents/carers should use AI tools responsibly, lawfully and ethically.

Users should be aware that AI-generated content may be inaccurate, misleading or biased and should not be relied upon without appropriate checking. Personal, confidential or sensitive information relating to pupils, families or staff must not be entered into publicly available AI systems unless specifically authorised and compliant with the school's data protection requirements.

AI-generated content must not be used to bully, harass, impersonate, defame, deceive or mislead others. This includes the creation or sharing of manipulated images, audio recordings, videos or "deepfakes". Any misuse of AI technologies that affects the safety or wellbeing of members of the school community will be dealt with in accordance with the school's behaviour, safeguarding, data protection and acceptable use policies.

Social media incidents

Social media and AI-related incidents involving pupils are often safeguarding concerns and should be treated as such. Staff should follow the safeguarding policy. This includes incidents involving AI-generated content, impersonation, manipulated images or videos (deepfakes), cyberbullying, misinformation or other inappropriate online behaviour. Other policies that govern these types of incidents are the school's Acceptable Use Policy, Social Media Policy and Online Safety Policy.

Breaches will be dealt with in line with the school behaviour policy (for pupils) or code of conduct/ handbook (for staff).



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Further to this, where an incident relates to an inappropriate, upsetting, violent or abusive social media post by a member of the school community, the headteacher will request that the post be deleted and will expect this to be actioned promptly.

Where an offending post has been made by a third party, the school may report it to the platform where it is hosted, and may contact the Professionals' Online Safety Helpline (POSH - run by the UK Safer Internet Centre) for support or help to accelerate this process. The police or other authorities may be involved where a post is potentially illegal or dangerous.

Extremism

The school has obligations relating to radicalisation and all forms of extremism under the Prevent Duty. Staff will not support or promote extremist organisations, messages or individuals, give them a voice or opportunity to visit the school, nor browse, download or send material that is considered offensive or of an extremist nature. We ask for parents/ carers' support in this also, especially relating to social media, where extremism and hate speech can be widespread on certain platforms.

Further questions

If parents have further questions, they can contact a member of staff at the school; the NSPCC has a parent online safety helpline which can help with general issues that are not school specific.

Staff should speak to the headteacher in the first instance, who may then call on the expertise of local authority advisers e.g. the LGfL SafeguardEd Team or Professionals' Online-Safety Helpline (from UK SIC).