

Redbourn Primary School



Social Media Policy

Reviewed: March 2026

Next Review: March 2029



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1. Introduction

- 1.1** This policy is in place to minimise the risks to schools through use of social media. This policy does not form part of any employee's contract of employment and it may be amended at any time. The school may also vary this policy as appropriate in any case.
- 1.2** This policy deals with the use of all forms of social media, including Facebook and Instagram and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect the school in any way.
- 1.3** This policy covers all employees, consultants, volunteers, and agency workers.
- 1.4** This policy outlines the appropriate and responsible use of social media platforms, specifically Instagram and Facebook, for the promotion of Redbourn Primary School. It ensures that all online activity reflects the school's values, safeguards pupils, and complies with safeguarding and data protection requirements.

2. Compliance with related policies and agreements

- 2.1** Social media should never be used in a way that breaches any other policies. If an internet post would breach any policy/ procedure in another forum, it will also breach them in an online forum. For example, employees are prohibited from using social media to:
- breach the code of conduct for employees in schools
 - breach the obligations with respect to the rules of relevant regulatory bodies
 - breach any obligations contained in school policies and the Data Protection Act relating to confidentiality
 - breach the disciplinary policy and procedure
 - breach the bullying and harassment policy
 - breach the Online Safety and data security policy
- 2.2** Employees should never provide professional references on behalf of the school for other individuals without the express authority of the Headteacher including on social or professional networking sites, as such references, positive and negative, can be

attributed to the school and create legal liability for both the author of the reference and the school.

3. Personal use of social media

Personal use of social media is never permitted during working hours or by means of our computers, networks and other IT resources and communications systems.

4. Prohibited use

4.1 The employee must avoid making any social media communications that could damage the school's interests or reputation, even indirectly.

4.2 The employee must not use social media to defame or disparage the school, its employees or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

4.3 The employee must not express opinions on the school's behalf via social media, unless expressly authorised to do so.

4.4 The employee must not post comments about sensitive school-related topics, such as the school's performance, internal disputes involving pupils, parents or employees or do anything to jeopardise the school's confidential information, particularly with regards to pupils and other employees. The employee must not include the school's logo or other trademarks in any social media posting or in the employee profile on any social media.

4.5 Any misuse of social media should be reported to the Headteacher.

5. Business use of social media

5.1 If the employee duties require the employee to speak on behalf of the school in a social media environment, the employee must still seek approval for such communication from their manager who may require the employee to undergo training before the employee does so and impose certain requirements and restrictions with regard to the employee activities.

5.2 If the employee is contacted for comments about the school for publication anywhere, including in any social media outlet, the enquiry should be directed to the Headteacher and the employee should not respond without written approval.

5.3 Use of social media for business purposes is not permitted under any circumstances.

5.4 Employees are permitted to use the school Twitter account to post information related to the learning and activities of their class or the wider school. These tweets must comply with the school's Online Safety and Twitter policies.

5.5 Guidelines for responsible use of social media

5.6 Employees should be respectful to others when making any statement on social media and be aware that the employee is personally responsible for all communications which will be published on the internet for anyone to see. Employees should ensure that they use privacy and access settings whilst being aware that they cannot control the use of their postings by others.

5.7 The employee should also ensure that their profile and any content they post is consistent with the professional image the employee presents to colleagues, pupils and parents.

5.8 If the employee is uncertain or concerned about the appropriateness of any statement or posting, they are advised to refrain from posting it until they have discussed it with their manager.

5.9 If the employee becomes aware of social media content that disparages or reflects poorly on the school, the employee should contact the Headteacher.

6. Monitoring

6.1 The school reserves the right to monitor, intercept and review, without further notice, employee activities using school IT resources and communications systems, including but not limited to social media postings and activities, to ensure that school rules are being complied with and for legitimate school purposes.

6.2 For further information, please refer to the Online Safety and data security policy.

7. Breach of this policy

7.1 Breach of this policy may result in disciplinary action up to and including dismissal.

7.2 The employee may be required to remove any social media content that the school consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

Use of Instagram and Facebook for School Promotion

1. Official School Accounts

Redbourn Primary School operates official accounts on:

- **Instagram**
- **Facebook**

These accounts are used to:

- Share school news and updates
- Celebrate pupil achievements
- Promote school events
- Highlight learning activities
- Communicate key information to parents and the wider community
- Enhance the school's public profile

Only authorised staff members may post content on behalf of the school.

2. Management of Accounts

- Accounts will be managed by designated members of the Senior Leadership Team (SLT) or approved staff.
- Account login details will be stored securely and not shared outside authorised personnel.
- At least two members of staff will have administrative access to ensure continuity.
- All posts must reflect the school's ethos, professionalism, and safeguarding standards.

3. Safeguarding and Child Protection

The safety and wellbeing of pupils is paramount.

- Written parental consent must be obtained before publishing any images or videos of pupils.
- No child's full name will be published alongside their image.
- No personal information (addresses, contact details, medical information, etc.) will ever be shared.
- Photographs will be appropriate, respectful, and in line with safeguarding guidance.
- Location tagging will be used carefully and never in a way that compromises pupil safety.

If a safeguarding concern arises from social media activity, it must be reported immediately to the Designated Safeguarding Lead (DSL).

4. Content Guidelines

All content posted on school accounts must:

- Be accurate and appropriate
- Promote a positive image of the school
- Respect confidentiality
- Avoid political bias or controversial commentary
- Comply with copyright regulations

The following must not be posted:

- Personal opinions presented as school views
- Confidential internal matters
- Negative comments about pupils, parents, or staff
- Content that could damage the school's reputation

5. Engagement and Comments

- Comments on posts will be monitored regularly.
- Inappropriate, offensive, or defamatory comments may be removed.

- The school reserves the right to block users who repeatedly breach acceptable standards.
- Safeguarding concerns raised via social media will not be handled publicly and will be redirected to appropriate school channels.

Parents and community members are reminded that social media is not an appropriate platform for formal complaints.

6. Data Protection and GDPR

All use of social media will comply with UK GDPR and Data Protection legislation.

- Images and personal data will only be processed with appropriate consent.
- Consent records will be securely stored.
- Parents may withdraw consent at any time in writing.

7. Crisis Communication

In the event of an emergency or critical incident:

- Social media may be used for brief factual updates.
- Sensitive information will not be shared.
- Official communication channels (email, website, or direct messaging systems) will be prioritised for urgent matters.