



Intack Community Primary School: Social Media Policy

Policy Status: Agreed by SLT January 2026.

Date of Creation: January 2026

Date of Review: January 2027

Reviewer: Headteacher

Next Review Date: January 2027

1. Purpose and Scope

This policy outlines the guidelines and expectations for the use of social media by all members of the Intack Community Primary School community, including staff, pupils, parents/carers, governors, and volunteers. It aims to ensure that social media is used responsibly, safely, and in a way that enhances the school's reputation and supports its vision and values: "We are a warm and caring school community. Everyone within our school must feel safe, valued, be treated fairly with dignity and respect in order to achieve their full potential...Proud to Belong."

2. Definitions

- **Social Media:** Any online platform that enables users to create and share content or participate in social networking (e.g., Facebook, Twitter/X, Instagram, YouTube, TikTok, blogs, forums).
- **School-Related Social Media:** Any social media account or content that is created, managed, or endorsed by Intack Community Primary School, its staff, or representatives, or that directly relates to school activities, pupils, or staff.
- **Personal Social Media:** Social media accounts and content that are created and managed by individuals in their personal capacity, even if they are associated with the school.

3. Guiding Principles

- **Safeguarding:** The safety and well-being of our pupils is paramount. All social media use must adhere to our safeguarding policy and procedures.



- **Professionalism:** All staff members are expected to maintain professional standards of conduct online, reflecting the school's values and code of conduct.
- **Respect and Tolerance:** All interactions on social media must be respectful, inclusive, and tolerant of diverse views and backgrounds, reflecting our commitment to celebrating diversity.
- **Accuracy and Transparency:** Information shared on social media must be accurate, truthful, and transparent.
- **Privacy:** The privacy of pupils, staff, and families must be respected at all times.
- **Compliance:** All social media use must comply with relevant UK laws and regulations, including data protection laws (GDPR), defamation laws, and copyright laws.

4. Roles and Responsibilities

Headteacher/Senior Leadership Team (SLT):

- Overall responsibility for the implementation and review of this policy.
- Approving official school social media accounts.
- Addressing any breaches of this policy.

Designated Social Media Manager/ SLT:

- Managing and updating official school social media accounts.
- Creating and curating content that aligns with the school's vision and values.
- Monitoring social media for any issues or concerns.
- Responding to inquiries and comments in a timely and professional manner.

Staff:

- Adhering to this policy when using social media in a school-related context or when identifying themselves as a member of staff.
- Reporting any concerns about online safety or inappropriate content to the Designated Safeguarding Lead (DSL) or SLT.
- Seeking permission before posting photos or videos of pupils.

Pupils:

- Understanding and following the school's acceptable use policy for technology and social media.
- Reporting any concerns about online safety or cyberbullying to a trusted adult.
- Using social media responsibly and respectfully.



Parents/Carers:

- Supporting the school in promoting responsible social media use among pupils.
- Being aware of the school's social media policy and guidelines.
- Raising any concerns about social media use with the school.

Governors:

- Overseeing the implementation and effectiveness of this policy.
- Ensuring that the policy is reviewed regularly.

5. Official School Social Media Accounts

- **Platforms:** The school uses platforms such as Facebook and Instagram to communicate with parents, promote school events, and showcase pupil achievements.
- **Content:** Content should be relevant, engaging, and informative, reflecting the school's vision and values. Examples include:
 - Photos and videos of school events and activities.
 - Updates on school news and announcements.
 - Examples of pupils' work.
 - Links to the school website.
 - Information about upcoming events.
 - Posts that promote the school's values and ethos.
- **Branding:** All official school social media accounts should use consistent branding, including the school logo and colours.
- **Moderation:** All comments and posts on official school social media accounts will be monitored regularly and any inappropriate or offensive content will be removed.
- **Privacy Settings:** Privacy settings should be configured to ensure that only authorised users can access and post content.

6. Personal Social Media Use

- **Staff:**
 - Staff members should be mindful of their professional responsibilities when using personal social media accounts.
 - They should avoid posting content that could damage the school's reputation or undermine its values.
 - Staff should not engage in online discussions about pupils, parents, or colleagues without their consent.



- Staff should not accept friend requests from pupils on personal social media accounts.
- **Pupils:**
 - The school will educate pupils about responsible social media use and online safety through assemblies, PSHE lessons, and other appropriate channels.
 - Pupils should be encouraged to use social media responsibly and respectfully, and to report any concerns about cyberbullying or inappropriate content to a trusted adult.
- **Parents/Carers:**
 - Parents/carers are responsible for monitoring their children's social media use and ensuring that they are using it safely and responsibly.
 - Parents/carers should be aware of the potential risks of social media, such as cyberbullying, online grooming, and exposure to inappropriate content.

7. Photographs and Videos

- **Consent:** Written consent/ signed declaration must be obtained from parents/carers before posting photographs or videos of pupils on social media. This consent is obtained as part of the school's general consent process.
- **Appropriateness:** Photographs and videos should be appropriate and respectful, and should not depict pupils in a way that could be embarrassing or harmful.
- **Identification:** Pupils should not be identified by name in photographs or videos posted on social media, unless specific consent has been obtained.
- **Accessibility:** Consider accessibility when posting images and videos. Use alt text for images and captions for videos.

8. Responding to Negative Comments or Criticism

- **Monitoring:** Social media accounts should be monitored regularly for negative comments or criticism.
- **Response:** Acknowledge the comment and take the conversation offline.
- **Investigation:** Investigate the issue thoroughly before responding.
- **Professionalism:** Respond in a professional and respectful manner, avoiding emotional or defensive language.
- **Escalation:** Escalate serious issues to the Headteacher or SLT.
- **Removal:** In some cases, it may be necessary to remove offensive or inappropriate comments.



9. Data Protection and Privacy

- **GDPR Compliance:** All social media use must comply with the General Data Protection Regulation (GDPR) and other relevant data protection laws.
- **Privacy Settings:** Privacy settings should be configured to protect the personal data of pupils, staff, and families.
- **Data Minimization:** Only collect and process personal data that is necessary for the specific purpose.
- **Data Security:** Implement appropriate security measures to protect personal data from unauthorised access, use, or disclosure.

10. Safeguarding

- **Reporting Concerns:** All staff members have a responsibility to report any concerns about online safety or safeguarding to the Designated Safeguarding Lead (DSL).
- **Cyberbullying:** The school has a zero-tolerance policy for cyberbullying. Any incidents of cyberbullying will be investigated and dealt with in accordance with the school's anti-bullying policy.
- **Online Grooming:** Staff members should be aware of the risks of online grooming and should take steps to protect themselves and pupils from this threat.
- **Radicalization:** Staff members should be aware of the potential for online radicalization and should report any concerns to the appropriate authorities.

11. Policy Review

This policy will be reviewed annually by the SLT, in consultation with staff, parents, and governors. The review will consider any changes in legislation, best practice, or school context.

12. Policy Adherence

Failure to comply with this policy may result in disciplinary action, up to and including termination of employment or exclusion from the school community.