



# **Grimsdyke School**

## **Social Media Policy**

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Approved By:	Governing Body
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## **1. Purpose and scope**

This policy aims to:

- Set guidelines and rules on the use of school's social media channels
- Establish clear 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

Staff, students and parents/carers are required to read, understand and comply with this social media policy.

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether the social media is accessed using:

- School IT facilities and equipment
- Equipment belonging to members of staff and pupils
- Any other IT/Internet-enabled equipment

All members of the school should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. Everyone must also operate in line with the school's equalities, harassment, child protection, safer recruitment, and online safety and ICT acceptable use policies.

### **1.1 Definition of social media**

For the purposes of this document, '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.

## **2. Use of official school social media**

The school's official social media channels are as follows:

- X (formerly Twitter) account - *@GrimsdykeSchool*
- Instagram account – *GrimsdykeSchool2023*

These accounts are managed by Head Teacher, Deputy Head Teacher and admin team. Staff members who have not been authorised by the Head Teacher to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you'd like to appear on our school social media channel(s), please email the school office via [office@grimsdyke.harrow.sch.uk](mailto:office@grimsdyke.harrow.sch.uk).

## 2.1 X (formerly Twitter) / Instagram

The school will post on either X or Instagram:

- Alerts about changes (e.g. changes to procedures, severe weather updates, staffing changes)
- Reminders (e.g. approaching deadlines, events or class activities, reminders about policies/procedures)
- Advertisements for school events or activities
- Job vacancies or requests for volunteers
- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals

The school **will not** post on X or Instagram:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses unless directly related to the school
- Links to staff members' personal accounts

## 2.2 Moderation

Staff responsible for our social media accounts will delete as soon as reasonably possible:

- Abusive, racist, sexist, homophobic or inflammatory comments
- Comments we consider to be spam
- Personal information, such as telephone numbers, address details, etc.
- Posts that advertise commercial activity or ask for donations

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school's complaints policy. If users are repeatedly abusive or inappropriate, they will be blocked.

Staff responsible for our social media accounts will also ensure that all content shared on social media platforms is age appropriate for the school community.

### 2.3 Following other social media users

The school:

- Will follow appropriate accounts on X (formerly Twitter) or Instagram however being followed by us doesn't imply endorsement of any kind.

### **3. Personal use of social media by staff**

As a school with a large number of staff, we understand many staff will use sites such as X (formerly Twitter) or LinkedIn for professional purposes.

When staff use social media for personal use we expect all staff (including governors and volunteers) to:

- Consider the safety of pupils and the risks (reputational and financial) to the school, including when doing so in a personal capacity.
- Be responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts in order for it to be as unidentifiable as possible to pupils and families.
- To report any safeguarding issues they become aware of to the designated members of staff who deal with safeguarding concerns.

When using social media, staff **must not**:

- Use personal accounts to conduct school business
- Accept 'friend requests' from, or communicate with, pupils past or present
- Complain about the school, individual pupils, colleagues or parents/carers
- Reference or share information about individual pupils, colleagues or parents/carers
- Post images of pupils
- Express personal views or opinions that could be interpreted as those of the school
- Link their social media profile to their work email account
- Use personal social media during timetabled teaching time

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff behaviour policy.

Any communication received from current pupils (unless they are family members) on any personal social media accounts will be reported to the DSL or member of the SLT immediately.

Staff should not have contact via personal accounts with past pupils (if ongoing communication is required, this should be using via official school channels).

### **3.1 WhatsApp groups**

We expect staff to follow the above social media guidelines when using WhatsApp groups and staff should not be sharing any official via WhatsApp

## **4. Personal use of social media by parents/carers**

The school expects parents/carers to help us model safe, responsible and appropriate social media use for our pupils.

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- Be respectful towards, and about, members of staff and the school at all times
- Be respectful of, and about, other parents/carers and other pupils and children
- Direct any complaints or concerns through the school office, so they can be dealt with in line with the school's complaints procedure

Parents/carers **should not** use social media to:

- Complain about individual members of staff, other parents/carers or pupils
- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers or pupils
- Draw attention to, or discuss, behaviour incidents
- Post images of children other than their own

### **4.1 WhatsApp groups**

We expect parents/carers to follow the above social media guidelines when using class WhatsApp groups. Grimsdyke School does not share official information via any WhatsApp groups.

## **5. Monitoring and review**

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

The head teacher will monitor the implementation of this policy, including making sure that it is updated to reflect the needs and circumstances of the school.

## **6. Linked Policies**

Policies linked to this include

- Acceptable Use of IT
- Staff Code of Conduct

This policy will be reviewed annually by the Leadership and Management Committee.