



# Social Media Policy

<b>Policy Author</b>	Tim Beavan
<b>Date Ratified</b>	February 2026
<b>Ratified by</b>	Full Governing Body
<b>Statutory</b>	No - Helps fulfil <i>statutory safeguarding expectations</i>
<b>On school website</b>	Yes
<b>Main updates since last policy</b>	Updated structure, added AI section, WhatsApp guidance, strengthened parent conduct, aligned with Online Safety Policy

# 1. Purpose and scope

This policy explains how Wessex Primary School uses social media officially and the expectations for staff, governors, parents, carers and pupils when social media or private messaging relates to school life. It supports safeguarding, data protection and respectful communication and should be read with the Online Safety Policy, Staff Code of Conduct and Acceptable Use Agreements.

## 2. Definitions

Social media means any platform or service that enables people to communicate or share information, images or video online, including Facebook, X, Instagram, TikTok, YouTube, Snapchat, blogs, forums and group messaging services such as WhatsApp and similar apps.

## 3. Official school social media

The school currently operates one official account: **Facebook** (@wessexprimary). No class, phase or year group pages are used and none should be created.

### 3.1 Authorised posters

Only the following may post or approve content:

- Headteacher
- Deputy Headteacher
- Assistant Headteacher
- School Business Manager
- Office Admin Team

### 3.2 Content standards

Posts may include curriculum highlights, celebrations and achievements, trip and event updates, reminders and announcements, recruitment information and emergency updates. All content must be accurate, respectful and reflect our values of **Honesty, Positivity, Respect and Pride**.

### 3.3 Pupil names and images

We avoid naming pupils alongside photos. Images must follow parental permissions, data protection and the requirement that only school devices are used to take and store pupil images (as set out in the Staff Code of Conduct).

### 3.4 Comment moderation

Comments may be enabled but will be moderated. The school will delete:

- abusive or discriminatory comments
- personal information
- spam or advertising

- defamatory or inflammatory remarks

We may block repeat offenders.

## 4. Staff personal use of social media

Staff must protect pupils, uphold the school's reputation and maintain strict professional boundaries online. Staff **must not**:

- use personal social media to communicate with pupils or parents
- post negative or harmful comments about the school, colleagues, pupils or families
- share confidential information or images
- take or store pupil images on personal devices
- post anything which may be deemed inconsistent with the professional image expected by the school and must not post material which damages the reputation of the school or themselves or which causes concern about their suitability to work with children and young people

Breaches may lead to disciplinary action.

## 5. Staff who are also parents

Where staff are also parents and are members of year group WhatsApp or similar groups, they participate **as parents**, not as school representatives. They must not:

- share confidential information
- interpret school policy
- discuss staff, pupils or incidents
- post images of children from school events

Staff who are **not** parents must not join parent groups.

## 6. Pupils and social media

Primary aged pupils should **not** be using social media. Most platforms set a minimum age of 13 or above. We often see the emotional impact that platforms such as TikTok, Instagram and Snapchat can have on young children, including pressure, anxiety, exposure to harmful content and unrealistic comparisons. We ask for full parental support in ensuring children do not use social media.

## 7. Parents and carers

Parents and carers must:

- communicate respectfully about the school
- avoid negative or harmful posts
- raise concerns directly with school rather than online
- not contact staff via personal social media accounts

Families may take photos of **their own child** at events but should:

- keep them for **private** sharing only
- not post publicly online
- not identify other children

## 8. Parent WhatsApp and similar groups

We recognise these groups help with positive logistics such as “**What is school dinner today?**”

However:

- these groups are **not** run or monitored by school
- we **cannot** enforce rules in private groups
- we **strongly advise** groups stay positive and factual

We advise that parents:

- do not discuss staff, pupils or incidents
- do not share images of other children
- do not spread rumours
- send concerns directly to school

## 9. AI generated content

Do not create or share any AI-generated content that could bring the school, staff, children or families into disrepute.

Examples include:

- deepfakes of staff or pupils
- fabricated screenshots or conversations
- AI-altered pupil images
- content impersonating the school
- AI used to mock, harass or defame

## 10. Governors

Governors follow the same expectations online, uphold confidentiality and avoid public comment on school matters.

## 11. Reporting and escalation

Concerns should be reported to the school office, the Headteacher or the DSL. The school will respond in line with safeguarding, behaviour and complaints procedures.

## 12. Consequences

Concerns will be managed case by case.

We may begin with:

- a phone call
- a meeting
- a written warning

Where behaviour continues or is serious, the school reserves the right to use **all powers available**, including:

- restricting attendance at events
- a temporary or permanent **site access ban**
- referral to external agencies, including police

## **13. Review**

This policy is reviewed every two years or sooner if required.