



# St Aidan's

Church of England Primary Academy

A member of **CTDARI**

## Social Media Code of Conduct

**St Aidan's Primary School**  
**A Church of England Academy**

### Our Intent

Our intent is to use social media as a vital tool to connect and communicate with the members of our school community. We aim to make school content more accessible and to benefit from the collective experience and knowledge of our parent body. Our official platforms, including Facebook and X (formerly Twitter), allow the community to stay updated on school activities and celebrate the wonderful achievements happening at St Aidan's. These pages serve as an avenue for seeking your input and provide an alternative method for making us aware of your concerns.

### General Principles (The Code of Conduct)

- **Real Identities:** All users interacting with St Aidan's social media pages must use accounts that clearly identify them by their **real names**.
- **Age Requirements:** In accordance with platform terms and conditions, children under the age of 13 are prohibited from creating accounts. St Aidan's does not endorse any child under this threshold having their own social media account. Our pages are designed as a forum for adults to demonstrate appropriate and positive online behaviour.
- **Professional Boundaries:** To maintain professional relationships, parents and carers must refrain from social interaction with staff on personal accounts. Please **do not seek to 'friend' our teachers** or other school staff, as they are subject to strict professional boundaries regarding social media.
- **Good Judgement:** Assume that all information shared on social media is public, regardless of your privacy settings. We expect all members of our community—staff, children, and parents—to be treated with respect at all times.

### Managing Concerns and Communication

- **Private vs Public:** While we are happy to be alerted to issues via social media, matters involving specific students, staff, or parents **must be dealt with privately** and never communicated via public posts.
- **Anonymity in Concerns:** Do not use the names of any students, staff, or other parents when posting in reference to a concern.
- **Proper Channels:** If you have a worry regarding your child, please use the established communication channels:
  1. Speak to your child's class teacher in the first instance.
  2. Contact the school office directly on **01254 53148**.
- **Negative Sentiments:** The school will not support interactions that incite or contribute to overly negative sentiments. We reserve the right to report users posting negative comments to the platform's 'report abuse' section and expect such comments to be removed immediately.

## Celebrating our Community

- **Positive Recognition:** We encourage the use of names in posts when you wish to acknowledge someone's great work or contribution to the school community.
- **Building Community:** We want our social media presence to be a tool for community building and positive engagement.

## Media and Privacy

- **Photo/Video Consent:** It is not acceptable to re-post images, photos, or videos of someone else's child.
- **Adhering to Protocol:** Because the school cannot release names of students who do or do not have publication consent due to confidentiality, it is vital that you obtain express permission from a parent or guardian before uploading any media featuring their child to our pages.

## Moderation and Compliance

- **Headteacher Oversight:** Our pages are moderated by the Headteacher, who reserves the right to remove any posting without warning.
- **Filters and Blocklisting:** The school reserves the right to use profanity filters and maintain a 'blocklist' of words and names.
- **Breaches of Conduct:** We reserve the right to ban or block any user who abuses our trust or breaches this Code of Conduct.
- **Legal Framework:** Our social media operations comply with platform Terms and Conditions and relevant UK legislation.

Code of Conduct reviewed: March 2026

Reviewed by: Mrs Hargreaves

Headteacher: Mrs Harrison

Chair of Governors: Mr Stephen Dockerill

Next review date: March 2029