



St. Joseph's Catholic Primary School

Social Media Policy

Approved by:	Governing Body	Date: December 2024
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1. Purpose

The purpose of this policy is to provide guidance for managing the school's social media accounts on X, Facebook, and Instagram as well as any future accounts on social media platforms in a manner that aligns with our Catholic ethos, safeguarding obligations, and commitment to engaging positively with our community.

2. Scope

This policy applies to all staff, governors, and other representatives involved in managing or contributing to the school's social media presence. It covers all official social media accounts created and operated in the name of St. Joseph's Catholic Primary School.

3. Objectives

St. Joseph's Catholic Primary School's use of social media intends to:

- **Promote the School's Mission and Values:** Share content that reflects our Catholic ethos, celebrates inclusivity, and demonstrates our commitment to education and community.
- **Engage Positively with Stakeholders:** Foster respectful and constructive communication with pupils, parents, staff, and the wider community.
- **Safeguard Children and Staff:** Ensure social media use complies with safeguarding protocols and data protection regulations.

4. Account Management

Day to day usage is outlined below:

- **Account Ownership:** All official social media accounts are owned by St. Joseph's Catholic Primary School and managed by the Deputy Headteacher and authorised staff.
- **Follower and Interaction Management:** Social media accounts will be open to public followers to maximise the reach of our content. Comments will be restricted to followers that the school approves and follows back, ensuring controlled and respectful interactions.
- **Content Approval:** Posts must be approved by the Headteacher, Deputy Headteacher or an authorised staff member. Content must adhere to the school's Safeguarding, GDPR, and child protection policies.
- **Posting Guidelines:** Content will be shared when appropriate to communicate important updates, celebrate achievements, and engage with the community.

- **Monitoring and Response:** Accounts will be monitored during working hours. Comments and messages will be responded to promptly, maintaining professionalism and respect.

5. Safeguarding and Privacy

- **Use of Children's Images and Information:** Written parental consent must be obtained before posting any images, videos, or information about pupils.
- **Content Restrictions:** No personal information about pupils (e.g., surnames, addresses, or other identifiable details) will be shared. Group photos must be carefully reviewed to ensure all participants have appropriate permissions.
- **Staff Privacy:** Staff must not be named in posts without prior consent. Images of staff should reflect their professional role within the school.
- **Comment Moderation:** Comments will be restricted to followers the school approves and follows back. Comments and messages will be reviewed regularly to maintain a positive and respectful environment.

6. Content Guidelines

- Acceptable content includes celebrating school achievements and events, sharing updates on learning, community projects, or Catholic values and reminders about key dates and events.
- Unacceptable content includes negative or inflammatory remarks, confidential information or complaints, and political, commercial, or religious content unrelated to the school's ethos.

7. Compliance with Regulations

- Social media use must comply with the Data Protection Act 2018. Posts will not compromise the safety or dignity of any individual. Any concerns raised through social media will be addressed following the school's safeguarding procedures.

8. Training and Review

- Staff managing social media will receive training on appropriate use, Safeguarding, and GDPR compliance. This policy will be reviewed every two years to ensure it remains up to date with best practices and legal requirements.