

## Social Media Guidelines for Parents and Carers

### **Statement of intent:**

Tanworth-in-Arden CofE Primary School and Nursery understands the benefits of using social media; however if misused, the school community can be negatively affected, such as by damaging the school's reputation. These guidelines set out clear points for how we advise parents and carers to conduct themselves on social media such as Facebook, Twitter or blogging sites and when using messenger apps, such as WhatsApp. These guidelines have been produced by a working party of staff and governors including parent governors.

This school asks its whole community to promote the 3 commons approach to online behaviour:

- Common courtesy
- Common decency
- Common sense

Tanworth-in-Arden CofE Primary School and Nursery and strives to be a safe school for everyone and unacceptable online behaviour may:

- Have implications for the safeguarding of children by releasing what may be confidential information e.g. providing personal details or photographs.
- Cause offence or reputational damage to the school, members of staff, governors, parents or children.
- Fuel campaigns and complaints against the school or individual staff, governors, parents or children.

### **Legal framework**

This policy has due regard to statutory legislation, including, but not limited to, the following:

- Data Protection Act 1998/General Data Protection Regulations 2018
- Defamation Act 2013
- Protection of Freedoms Act 2012 (as amended)

### **Online safety and social media conduct**

Tanworth-in-Arden CofE Primary School and Nursery requests parents and carers to behave in a civilised nature online and will not tolerate any of the following abusive behaviour online:

- Posting hurtful, rude or derogatory 'statuses' about fellow parents, carers and governors, children, the school or its employees. To do so is disrespectful and may upset, distress, bully or harass.
- Posting or forwarding comments that may be considered as being intimidating, racist, sexist, homophobic or defamatory. This is cyber-bullying and may be harassment or libel.
- Complaining about the school's values and methods on social media.
- Other postings or actions which could be perceived as abusive or make someone feel upset, humiliated or threatened.

Parents and carers should not attempt to 'friend' or 'follow' any member of staff on social media except by prior agreement.

Parents and carers will not take and then share online, photographs or videos of other children or staff at school events without specific individual permission.

Parents and carers are requested not to post anonymously or under an alias to evade the guidance given in these guidelines.

Tanworth-in-Arden CofE Primary School and Nursery retains the right to request any damaging material to be removed from social media websites.

Parents and carers should avoid broadcasting grievances online and should instead initially identify concerns to class teachers so that they can be dealt with fairly, appropriately and effectively for all concerned.

Breaches of these guidelines will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution.

### **Online messaging**

Tanworth-in-Arden CofE Primary School and Nursery requests parents and carers use messaging apps, such as WhatsApp, for purposes beneficial to themselves and the school, and will not accept any of the following behaviour:

- Sending abusive messages to fellow parents and carers.
- Sending abusive messages about members of staff, children, governors, parents and carers or the school.
- Sending abusive messages to members of staff, governors or children. The school appreciates the simplicity and ease of instant messaging online; keeping in contact outside of school can benefit the school community by keeping the school community closer.

Should any problems arise from contact over social media, the school will act quickly by contacting parents and carers directly, to stop any issues continuing.

Tanworth-in-Arden CofE Primary School and Nursery can request a meeting with parents and carers if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.

The school's complaints procedure will be followed as normal.

The Headteacher can, with the permission of the parent or carer, view messages sent between members of a parent and carer group or a governing board group in order to deal with problems quickly and effectively.

The Headteacher can request that 'group chats' are closed down should any problems continue between parents and carers.

### **Monitoring and review**

These guidelines will be reviewed and any changes will be communicated to all members of staff, parents, carers and governors.