Wheelock Primary School - Social Media Policy

Policy Statement

At Wheelock Primary School, we recognise that social media can be an effective way to celebrate children's achievements, share school news and strengthen communication with our school community. The school maintains a private Facebook page/group to provide information about school events, activities and achievements.

The use of social media must support the school's values of respect, inclusion, safeguarding and professionalism. This policy outlines how the school's social media presence will be managed and the expectations for all members of the school community.

Aims

The school's Facebook page/group aims to:

- Celebrate pupils' achievements and successes.
- Share information about school events and activities.
- Promote positive engagement with parents, carers and the wider school community.
- Provide updates about school life.
- Support communication while maintaining appropriate professional boundaries.

Management of the School's Facebook Page/Group

The school's Facebook page/group will be managed and monitored by designated members of the Senior Leadership Team.

Access to the school's Facebook account will be restricted to authorised staff only. Login details will be stored securely and reviewed regularly.

All content published on the school's Facebook page/group must:

- Be appropriate for a primary school audience.

- Reflect the values and ethos of the school.
- Protect the privacy and dignity of pupils, families and staff.
- Comply with safeguarding and data protection requirements.

The school reserves the right to remove content and restrict access where necessary.

Privacy and Security

The school's Facebook page/group is a private online community for members of the Wheelock Primary School community.

Membership requests will be reviewed by school administrators. Applicants may be asked to verify their connection to the school before access is granted.

Staff responsible for managing the page/group will regularly monitor membership and remove individuals who no longer have a connection to the school or who breach the expectations outlined in this policy.

Photographs and Videos

Wheelock Primary School recognises the importance of celebrating pupils' achievements while maintaining their safety and privacy.

Photographs or videos of pupils will only be published where parental consent has been recorded through Arbor or any future school management system used by the school.

When publishing photographs or videos:

- Children will not be identified by full name.
- Personal information that could identify a child will not be shared.
- Images will be selected carefully to ensure they are appropriate.
- The dignity and welfare of children will always be considered.

Parents and carers are asked not to copy, download or share images of other children from the school's private Facebook page/group without permission.

Safeguarding

Wheelock Primary School is committed to safeguarding and promoting the welfare of children.

Any concerns raised through social media relating to the safety or welfare of a child will be dealt with in accordance with the school's safeguarding procedures and may be referred to the Designated Safeguarding Lead (DSL).

Social media must never be used to report safeguarding concerns or emergencies. Concerns should be reported directly to the school or appropriate external agencies without delay.

Data Protection

The school will process and publish information in accordance with UK GDPR, the Data Protection Act 2018 and the school's Data Protection Policy.

Personal information about pupils, families or staff will not be shared through social media without appropriate consent or lawful basis.

All staff must ensure that confidential or sensitive information relating to pupils, families, staff or school business is never posted on social media.

Expectations for Parents, Carers and Community Members

Members of the school's Facebook page/group are expected to:

- Treat others with courtesy and respect.
- Use appropriate and professional language.
- Respect the privacy of pupils, families and staff.
- Avoid posting photographs, videos or personal information relating to other children without permission.
- Refrain from discussing individual pupils, families or members of staff online.
- Follow the school's values when interacting with others.

The Facebook page/group should be used positively to support the school community.

Unacceptable Use

The following will not be tolerated:

- Bullying, harassment or intimidation.
- Personal attacks on pupils, families, staff, governors or other members of the community.
- Offensive, abusive, threatening, discriminatory or defamatory comments.
- The sharing of confidential information.

- False or misleading information about the school.
- Commercial advertising or promotional material.
- Content that may compromise safeguarding, security or privacy.

The school reserves the right to remove comments, delete posts, restrict access or remove members whose behaviour breaches this policy.

Serious incidents may be referred to the appropriate authorities.

Communication and Complaints

The school's Facebook page/group is intended for sharing information and celebrating school life.

It is not monitored continuously and should not be used for:

- Reporting pupil absence.
- Raising safeguarding concerns.
- Making complaints.
- Discussing individual pupils or staff.
- Requesting urgent assistance.

Parents and carers should contact the school office directly by telephone, email or other established school communication channels for these matters.

Complaints about the school should be raised through the school's Complaints Policy.

Professional Conduct

Staff must maintain professional boundaries at all times when using social media.

Staff should not engage in discussions regarding individual pupils, parents or colleagues through the school's social media platforms.

All staff are expected to comply with the school's Staff Code of Conduct, Acceptable Use Policy and Safeguarding Policy when using social media.

Monitoring and Review

This policy will be reviewed annually or sooner if required due to changes in legislation, guidance or school practice.

Policy reviewed: November 2026

Next review date: November 2027