

Social Media Policy



Mission Statement

Newchurch will give every child a flying start by working in partnership with parents/carers, staff and the community to develop well-rounded citizens who will contribute in a positive way to society.

Statement of intent

Newchurch Community Primary School understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school.

We are committed to:

- Encouraging the responsible use of social media by all staff, parents/carers and pupils in support of the school's mission, values and objectives.
- Protecting our pupils from the dangers of social media.
- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff from cyberbullying and potentially career damaging behaviour.
- Arranging online safety meetings for parents/carers.

Signed by:

Jayne Narraway

Headteacher

Date: 29.9.2025

Claire Howarth-Platt

Chair of governors

Date: 29.9.2025

Legal framework

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

- DfE (2023) 'Data protection: a toolkit for schools'
- The UK General Data Protection Regulation (UK GDPR)
- The Data Protection Act 2018
- The Computer Misuse Act 1990, amended by the Police and Justice Act 2006
- The Freedom of Information Act 2000
- The Safeguarding Vulnerable Groups Act 2006
- Equality Act 2010
- DfE (2025) 'Keeping children safe in education 2025'

This policy operates in conjunction with the following school policies:

- Social Media Code of Conduct for Parents/carers
- Technology Acceptable Use Agreement for Staff
- Online Safety Policy
- Data Protection Policy
- Pupil Code of Conduct
- Complaints Procedures Policy
- Anti-bullying Policy
- Allegations of Abuse Against Staff Policy
- Photography and Images Policy
- Acceptable Use Agreement
- Staff Code of Conduct
- Confidentiality Policy
- Data and Cyber-Security Breach Prevention and Management Plan
- Child Protection and Safeguarding Policy
- Behaviour Policy

Roles and responsibilities

The **governing board** will be responsible for:

- Ensuring this policy is implemented by the school.
- Reviewing this policy on an annual basis.
- Ensuring the Designated Safeguarding Lead's (DSL) remit covers online safety.
- Ensuring their own knowledge of social media and online safety issues is up-to-date.
- Ensuring all staff undergo safeguarding and child protection training, including online safety, at induction.
- Ensuring that this policy, as written, does not discriminate on any grounds, including against any of the protected characteristics, as outlined in the Equality Act 2010.

The **headteacher (who is the DSL)** is responsible for:

- The overall implementation of this policy and ensuring that all staff, parents/carers and pupils are aware of their responsibilities in relation to social media use.
- Promoting safer working practices and standards with regards to the use of social media.
- Establishing clear expectations of behaviour for social media use.
- Ensuring that this policy, as written, does not discriminate on any grounds, including against any of the protected characteristics, as outlined in the Equality Act 2010.
- In conjunction with the governing board, handling complaints regarding this policy and its provisions in line with the school's Complaints Procedures Policy.
- Implementing appropriate sanctions and disciplinary methods where there is a breach of this policy.
- Taking steps to minimise the amount of misplaced or malicious allegations in relation to social media use.
- Working alongside the online safety officer and data protection officer (DPO) to ensure appropriate security measures are implemented and compliance with UK GDPR.
- Monitoring and reviewing all school-run social media accounts.
- Vetting and approving individuals who wish to be 'friends' or 'followers' on the school's social media platforms.
- Consulting with staff on the purpose of the social media account and the content published.
- Maintaining a log of inappropriate comments or abuse relating to the school.
- Handling inappropriate comments or abuse posted on the school's social media accounts, or regarding the school.
- Creating a terms of use agreement, which all content published must be in accordance with.
- Ensuring that enough resources are provided to keep the content of the social media accounts up-to-date and relevant.
- The school's approach to online safety.
- Dealing with concerns about social media use that are safeguarding concerns.

Staff members are responsible for:

- Adhering to the principles outlined in this policy and the Technology Acceptable Use Agreement for Staff.
- Ensuring pupils adhere to the principles outlined in this policy and that it is implemented fairly and consistently in the classroom.
- Reporting any social media misuse by staff, pupils or parents/carers/carers to the headteacher immediately.
- Attending any training on social media use offered by the school.

Parents/carers are responsible for:

- Adhering to the principles outlined in this policy and the Social Media Code of Conduct for Parents/carers.
- Taking appropriate responsibility for their use of social media and the influence on their children at home.

- Promoting safe social media behaviour for both themselves and their children.
- Attending online safety meetings held by the school wherever possible.
- Not engaging in activities involving social media which might bring the school into disrepute.
- Not representing their personal views as those of the school on any social medium.
- Acting in the best interests of pupils when creating, participating in or contributing to social media sites.

Pupils are responsible for:

- Adhering to the principles outlined in this policy and the Pupil Code of Conduct.
- Ensuring they understand how to use social media appropriately and stay safe online.
- Seeking help from school staff if they are concerned about something they or a peer have experienced online.
- Reporting online safety incidents and concerns in line with the procedures within this policy.
- Demonstrating the same high standards of behaviour as expected within the school.

ICT technicians are responsible for:

- Providing technical support in the development and implementation of the school's social media accounts.
- Implementing appropriate security measures as directed by the headteacher.
- Ensuring that the school's filtering and monitoring systems are updated as appropriate.

School social media accounts

Social media accounts for the school will only be created by the headteacher and other designated staff members, following approval from the headteacher.

When setting up a school social media account, consideration will be given to the following:

- The purpose of the account
- Whether the overall investment will achieve the aim of the account
- The level of interactive engagement with the site
- Whether pupils, staff, parents or members of the public will be able to contribute content to the account
- How much time and effort staff members are willing to commit to the account
- How the success of the account will be evaluated

The headteacher will be responsible for authorising members of staff and any other individual to have admin access to school social media accounts. Only people authorised by the headteacher will be allowed to post on the school's accounts.

Passwords for the school's social media accounts are stored securely on the school's ICT network. The passwords are only shared with people authorised by the headteacher.

All posts made to school social media accounts will not breach copyright, data protection or freedom of information legislation.

The school's social media accounts will comply with the platform's rules. The marketing officer will ensure anyone with authorisation to post on the school's social media accounts are provided with training on the platform and the rules around what can be posted.

School social media accounts will be moderated by the headteacher or another designated member of staff.

Staff conduct

Only staff with authorisation from the headteacher will post on school accounts and they will adhere to the School Social Media Accounts – Terms of Use Agreement.

Staff will only post content that meets the school's social media objectives, including the following:

- Reminders about upcoming events
- Good news regarding the school's performance, attainment or reputation
- Good news regarding the achievements of staff and pupils
- Information that parents should be aware of, e.g. school closure

Staff will ensure that their posts meet the following criteria:

- The post does not risk bringing the school into disrepute
- The post only expresses neutral opinions and does not include any personal views
- The post uses appropriate and school-friendly language
- The post is sensitive towards those who will read it, and uses particularly neutral and sensitive language when discussing something that may be controversial to some
- The post does not contain any wording or content that could be construed as offensive
- The post does not take a side in any political debate or express political opinions
- The post does not contain any illegal or unlawful content

Staff use of personal social media

Staff will not be prohibited from having personal social media accounts; however, it is important that staff protect their professional reputation by ensuring they use personal social media accounts in an appropriate manner.

Staff will be required to adhere to the following guidelines when using personal social media accounts:

- Staff members will not access personal social media platforms during school hours.
- Staff members will not use any school-owned mobile devices to access personal accounts.
- Staff will not 'friend', 'follow' or otherwise contact pupils through their personal social media accounts. If pupils attempt to 'friend' or 'follow' a staff member, they will report this to the headteacher.
- Staff will be strongly advised to not 'friend' or 'follow' parents/carers on their personal accounts.
- Staff members will ensure the necessary privacy controls are applied to personal accounts and will avoid identifying themselves as an employee of the school on their personal social media accounts.

- Staff will ensure it is clear that views posted on personal accounts are personal and are not those of the school.
- Staff will not post any content online that is damaging to the school, its staff or pupils.
- Staff members will not post any information which could identify a pupil, class or the school – this includes any images, videos and personal information.
- Staff members will not post anonymously or under an alias to evade the guidance given in this policy.
- Staff will not post comments about the school, pupils, parents/carers, staff or other members of the school community.

Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal.

Members of staff will be aware that if their out-of-work activity brings the school into disrepute, disciplinary action will be taken.

Attempts to bully, coerce or manipulate members of the school community via social media by members of staff will be dealt with as a disciplinary matter.

Parent/carer social media use

Parents/carers are able to comment on or respond to information shared via social media sites; however, parents/carers should do so in a way which does not damage the reputation of the school.

Parents/carers will be asked not to share any photos or personal details of pupils when commenting on school social media sites, nor post comments concerning other pupils or staff members, in accordance with the Social Media Code of Conduct for Parents/Carers.

Any parents that are seen to be breaching the guidance in this policy will be required to attend a meeting with the headteacher, and may have their ability to interact with the social media websites removed.

Breaches of this policy will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution.

Pupil social media use

Pupils will not access social media during lesson time, unless it is part of a curriculum activity. Pupils will not be permitted to use the school's WiFi network to access any social media platforms unless prior permission has been sought from the headteacher, and an ICT technician has ensured appropriate network security measures are applied.

Pupils will not attempt to 'friend', 'follow' or otherwise contact members of staff through their personal social media accounts. Where a pupil attempts to 'friend' or 'follow' a staff member on their personal account, it will be reported to the headteacher.

Pupils will not post any content online which is damaging to the school or any of its staff or pupils.

Pupils will not post anonymously or under an alias to evade the guidance given in this policy.

Pupils are instructed not to sign up to any social media platforms that have an age restriction above the pupil's age.

If inappropriate content is accessed online on school premises, this will be reported to a member of staff.

Breaches of this policy will be taken seriously, and managed in line with the Behaviour Policy.

Data protection principles

The school will obtain consent from pupils and parents at the beginning of each academic year which will confirm whether or not consent is given for posting images and videos of a pupil on social media platforms. The consent will be valid for the entire academic year. Consent provided for the use of images and videos only applies to school accounts – staff, pupils and parents are not permitted to post any imagery or videos on personal accounts.

Where a pupil is assessed by the school to have the competence to understand what they are consenting to, the school will obtain consent directly from that pupil; otherwise, consent is obtained from whoever holds parental responsibility for the pupil.

A record of consent is maintained throughout the academic year, which details the pupils for whom consent has been provided. The DPO will be responsible for ensuring this consent record remains up-to-date.

Parents/carers and pupils are able to withdraw or amend their consent at any time. To do so, parents/carers and pupils must inform the school in writing. Where parents/carers or pupils withdraw or amend their consent, it will not affect the processing of any images or videos prior to when consent was withdrawn or amended. Processing will cease in line with parents'/carers' and pupils' requirements following this. Wherever it is reasonably practicable to do so, the school will take measures to remove any posts before consent was withdrawn or amended, such as removing an image from a social media site.

Consent can be provided for certain principles only, for example only images of a pupil are permitted to be posted, and not videos. This will be made explicitly clear on the consent form provided. The school will only post images and videos of pupils for whom consent has been received.

Only school-owned devices will be used to take images and videos of the school community, which have been pre-approved by the online safety officer for use. Only appropriate images and videos of pupils will be posted in which they are suitably dressed, e.g. it would not be suitable to display an image of a pupil in swimwear.

When posting on social media, the school will use group or class images or videos with general labels, e.g. 'sports day'.

When posting images and videos of pupils, the school will apply data minimisation techniques, such as pseudonymisation (blurring a photograph), to reduce the risk of a pupil being identified. The school will not post pupils' personal details on social media platforms and pupils' full names will never be used alongside any videos or images in which they are present.

Before posting on social media, staff will:

- Refer to the consent record log to ensure consent has been received for that pupil and for the exact processing activities required.
- Ensure that there is no additional identifying information relating to a pupil.

Any breaches of the data protection principles will be handled in accordance with the school's Cyber-security Policy.

Safeguarding

Any disclosures made by pupils to staff about online abuse, harassment or exploitation, whether they are the victim or disclosing on behalf of another child, will be handled in line with the Child Protection and Safeguarding Policy.

Concerns regarding a staff member's online behaviour will be reported to the headteacher, who will decide on the best course of action in line with the relevant policies, e.g. the Staff Code of Conduct, Allegations of Abuse Against Staff Policy, and Disciplinary Policy and Procedures. If the concern is about the headteacher, it will be reported to the chair of governors.

Concerns regarding a pupil's online behaviour will be reported to the DSL, who will investigate any concerns with relevant staff members and manage concerns in accordance with relevant policies depending on their nature, e.g. the Behaviour Policy and Child Protection and Safeguarding Policy.

Where there is a concern that illegal activity has taken place, the headteacher will contact the police. The school will avoid unnecessarily criminalising pupils, e.g. calling the police, where criminal behaviour is thought to be inadvertent and as a result of ignorance or normal developmental curiosity, e.g. a pupil has taken and distributed indecent imagery of themselves. The headteacher(DSL) will decide in which cases this response is appropriate and will manage such cases in line with the Child Protection and Safeguarding Policy.

As part of the usual communication with parents/carers, the school will reinforce the importance of pupils being safe online and inform parents/carers what systems the school uses to filter and monitor online use. The school will also make it clear to parents/carers what their children are being asked to do online for school, including what platforms they will be asked to access and who from the school, if anyone, they will be interacting with online.

Blocked content

In accordance with the school's Cyber-security Policy, the school will install firewalls on the school's network to prevent access to certain websites. The following social media websites are not accessible on the school's network:

- X
- Facebook
- Instagram

School leaders retain the right to monitor staff and pupil access to websites when using the school's network and on school-owned devices.

Attempts made to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.

Inappropriate content accessed on the school's computers will be reported to an ICT technician so that the site can be blocked. Requests should be made to the headteacher to access erroneously blocked content.

Cyberbullying

Any reports of cyberbullying on social media platforms by pupils will be handled in accordance with the Anti-bullying Policy.

Cyberbullying against pupils or staff is not tolerated under any circumstances. Incidents of cyberbullying are dealt with quickly and effectively wherever they occur in line with the Anti-bullying Policy. Allegations of cyberbullying from staff members will be handled in accordance with the Allegations of Abuse Against Staff Policy.

Training

The school recognises that early intervention can protect pupils who may be at risk of cyberbullying or negative social media behaviour. As such, staff will receive training in identifying potentially at-risk pupils. Staff will receive training on social media as part of their new starter induction. Staff will receive ongoing training as part of their development.

Pupils will be educated about online safety and appropriate social media use on a termly basis through a variety of mediums, including assemblies, PSHE lessons and cross-curricular links. Pupils will be provided with material to reinforce their knowledge.

Parents/carers will be invited to online safety and social media training on an annual basis and provided with relevant resources, such as our Social Media Code of Conduct for Parents/Carers. Training for all pupils, staff and parents/carers will be refreshed in light of any significant incidents or changes.

Monitoring and review

This policy will be reviewed on an annual basis by the headteacher and governing board.

The next scheduled review date for this policy is September 2026.

Any changes made to this policy will be communicated to all staff, pupils and parents/carers.



Social media consent form (completed via Google Forms)

This consent form provides information pertaining to how Newchurch Community Primary School wishes to use personal data on social media, details the terms under which the school will use this data and requests consent for the school to use your personal data on social media.

Name of parent:	
Name of pupil:	
Year group:	

Why do we need your consent?

The school requests the consent of parents/carers/carers on an annual basis to use images and videos of their child for a variety of different purposes.

Without your consent, the school will not use images, videos, names or other forms of personal data of your child on social media. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the school will abide by the conditions you outline in this form.

Why will we be using personal data on social media?

The school wants to use certain types of data on social media to promote the positive and inclusive ethos of the school – we aim to celebrate our pupils' and school's achievements and social media allows us to do this.

Where the school uses images of individual pupils, the name of the pupil **will not** be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.

If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

With your consent, the school may use personal data on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

Who will be able to see the data once it's on social media?

The school's privacy settings only allow people who have been accepted to view the content on our social media platforms; additionally, where it is possible, the school's settings do not allow for further sharing. Please note, this sharing restriction may not be possible on all social media platforms, meaning that, if the content has been posted and is subsequently shared, more people will be able to view that piece of content.

What are the conditions of use?

- This consent form is valid for 2025-2026.

- It is the responsibility of parents/carers/carers to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video on social media.
- The school will not include personal emails, postal addresses, or telephone or fax numbers on images or videos on social media.
- The school may use pictures of pupils and teachers that have been drawn by pupils.
- The school may post pictures of work created by pupils on social media.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The school will not post any sensitive data, such as details of SEND, without express and additional consent, and will then still anonymise the posts.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria.

The school will **only** post personal data on social media for the conditions that you provide consent for.

I provide consent to:	Yes	No
Using images of my child on the school's social media accounts.		
Using videos of my child on the school's social media accounts.		
Using images of my child on social media, including the following: • Twitter • Facebook		
Using videos of my child on social media, including the following: • Twitter • Facebook		
Using my child's first name on social media.		
Using my child's age on social media.		

Refreshing your consent

This form is valid for the entire academic year, it will be updated on an annual basis.

Parents/carers/carers are required to fill in a new form for their child every academic year.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share pupil images and videos

- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the data protection officer (DPO). A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

Parents/carers have the right to withdraw their consent at any time. Withdrawing your consent will not affect the legality of processing personal data that was shared prior to withdrawal; however, the school will make every effort to remove posts about the pupil where possible, e.g. images of the pupil on social media will be removed.

If you would like to withdraw your consent, you must submit your request in writing to the Data Protection Officer (Mrs Narraway).

Declaration

I, _____ (name of parent), understand:

- Why my consent is required.
- The reasons why Newchurch Community Primary School uses my child's personal data on social media.
- Who will be able to view my child's personal data once posted.
- The conditions under which the school uses personal data of my child on social media.
- I have provided my consent above as appropriate, and the school will act in accordance with my requirements.
- Consent is refreshed on an annual basis and I must re-provide consent in subsequent academic years.
- I will be required to re-provide consent where any circumstances change.
- I can amend or withdraw my consent at any time and must do so in writing to the DPO.

Name of parent: _____

Signature: _____

Date: _____

If you have any questions regarding this form, please do not hesitate to contact the DPO at Newchurch_primary@sch.warrington.gov.uk or 01925 763427.