

Social Media Guidelines: Parent version March 2021

Rationale

Social networking is used everywhere and is a common feature of many people's lives. However if you want to say anything about your child's school or staff on social media there are a few simple guidelines we ask you to follow, in order to keep all the children in school **safe** and to protect you from possible consequences of your online actions. We already teach the children how to be safe online and you can reinforce this at home by showing your child(ren) how to communicate responsibly online.

Part of our role as a school is to ensure that no confidential information about a child or family is unintentionally disclosed by a parent/carer (or a member of staff). There have been several high profile cases in the news when people making offensive comments on social media have been prosecuted.

Guidelines

- Please be aware of, and follow the school's policy on the Use of Images (see separate policy). Essentially this allows parents to take pictures of their children at school events, but for personal use only. Never post or tag photographs etc without ensuring that you have the right permission.
- Be aware that misusing an image of someone else's child without express permission might be harmful or potentially illegal.
- Never include children's full names (even your own children's).
- If there is something you are concerned about in school please contact the school to sort it out, rather than discussing it on Facebook, for example.
- Everyone who adds to online sites is responsible for any comments posted under their name. Any personal attacks or derogatory comments directed at parents, children or staff are not acceptable. If necessary such comments will be reported to the site owner or the police.
- If an online conversation looks as if it might be derogatory you should not get involved in the discussion and refer the person to the school.
- If you are aware that sites are being misused you have a responsibility to report this.
- You should not accept children as friends on a social networking site.
- If the site is representing the school in any way (eg PTFA), please make sure that the good name of the school is preserved and not brought into disrepute.
- Parents who are also staff members need to be particularly careful posting comments as they have a wider professional responsibility to the school.

Staff/volunteer Responsibilities

- No member of staff or volunteer is allowed to discuss any matter to do with pupils, staff or parents/carers through social media because of safeguarding requirements.
- Staff have a duty to report anything of concern to the school leadership.

The school will always request that any inaccurate or offensive postings are removed. If necessary in an extreme case the school will take legal advice.

These guidelines have been updated to take account of the data protection legislation (GDPR, May 2018)