

Newbold Church School

E safety and social media code of conduct for parents

(VERSION 2)



Review: K Marsh June 2023

Approved: GB June 2020

Signed: Chair of Governors _____

Signed: Headteacher _____

Next Review: June 2025

“By nurturing academic achievement and social development in a supportive Christian environment, we will cherish individual talents and abilities, enabling everyone at our school to successfully fulfil their potential.”

Nurture

Encourage one another and build up each other, as indeed you are doing

1 Thessalonians 5:11

Cherish

Jesus said "Love one another. Just as I have loved you, you should also love one another."

John 13:34

Succeed

Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up

Galatians 6:9

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Statement of intent

Newbold Church School understands the benefits of using social media; however, if misused, the school community can be negatively affected, such as damage to the school's reputation.

This code of conduct sets out clear procedures for how we expect parents to conduct themselves on social media and when using messenger apps, with regard to the school and its reputation.

We ask that parents read this document and ensure that they always act in accordance with the stipulations detailed below.

Legal framework

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

- Data Protection Act 2018
- UK General Data Protection Regulation (UK GDPR)
- Protection of Freedoms Act 2012

This document operates in conjunction with the following school policies:

- Complaints Procedure Policy
- Data Protection Policy
- Photography and Images Policy

Online safety and social media conduct

The school will expect parents to behave in a civilised nature online and will not tolerate any of the following online behaviour:

- Posting defamatory content about parents, pupils, the school or its employees
- Complaining about the school's values and methods on social media
- Posting content containing confidential information regarding the school or any members of its community, e.g. a complaint outcome
- Contacting school employees through social media, including requesting to 'follow' or 'friend' them, or sending them private messages
- Creating or joining private groups or chats that victimise or harass a member of staff or the school in general
- Posting images of any staff members or pupils without their prior consent

Parents' social media usage will be in accordance with the school's Social Media Policy. The school retains the right to request that any damaging material is removed from social media websites.

If parents wish to raise a complaint, the school's Complaints Procedures Policy will be followed.

Breaches of this code of conduct will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution. Parents will be instructed not to post anonymously or under an alias to evade the guidance given in this code of conduct.

Online messaging

The school will expect parents to use messaging apps, such as WhatsApp, for purposes beneficial to themselves, other parents and the school, and will not accept any of the following behaviour:

- Sending abusive messages to fellow parents
- Sending abusive messages to members of staff

- Sending frequent messages to members of staff
- Sending abusive messages about members of staff, parents, pupils or the school
- Sharing confidential or sensitive information about members of staff, parents, pupils or the school
- Bringing the school or its staff into disrepute

The school appreciates the simplicity and ease of instant messaging; however, the school does not condone parents sending frequent and unnecessary messages to staff. Parents will be expected to understand that they should try to avoid contacting staff outside of working hours. If parents wish to talk to staff, parents will arrange a meeting with the teacher by speaking to the school office.

Should any problems arise from contact over messaging apps, the school will act quickly by contacting parents directly, to stop any issues continuing. If necessary, the school will request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory content, occurs online.

The school's complaints procedure will be followed as normal if any members of the governing board cause any issues through their conduct whilst using online messaging.

The headteacher will be permitted, with the permission of the parent, view messages sent between members of the parental body to deal with problems quickly and effectively.

The headteacher will be able to request that 'group chats' are closed down should any problems continue between parents or parental bodies.

Photography and images

Parents will be permitted to take photos at school events but should be mindful of others' privacy and seek permission from other parents prior to taking photos of them or their children.

More information can be found within the school's Photography and Images Policy.

Responsibility

Parents will be responsible for supporting the school by monitoring their own use of social media and online messaging. Parents will be expected to adhere the points raised in this policy at all times.

Parents will be responsible for ensuring they support the school by monitoring their children's use of social media and online messaging.

Monitoring and review

The headteacher will review this code of conduct every 2 years and will communicate any changes to all teachers and parents.

The next scheduled review date for this document is June 2025