

# Croughton All Saints CE Primary School Social Media Policy

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March 2026



*At Croughton School, we all belong as part of God's family. We foster each child's unique skills ensuring we are an inclusive and diverse community where each child feels safe and has a love of learning. We prepare children for their next journey in education and as global citizens by being respectfully curious, determined, resilient and kind.*

*'How wonderful, how pleasing it is when all God's people come together as one.'  
(Psalm 133:1)*

Reviewed by	Approved by	Date Approved	Next Review Date
S. Smith Headteacher	FGB	Jan 2026	Jan 2028

## **Social Media Policy**

### **Rationale**

Social media (e.g. Facebook, X, LinkedIn, Instagram, TikTok, WhatsApp) is a broad term for any kind of online platform which enables people to directly interact with each other. However, some games, for example Minecraft or World of Warcraft and video sharing platforms such as YouTube have social media elements to them.

The school recognises the numerous benefits and opportunities which a social media presence offers. Staff, parents/carers and pupils/students are actively encouraged to find creative ways to use social media.

However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media by the school, its staff, parents, carers and children. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to our school, the community, our legal responsibilities and our reputation.

The policy requirements in this document aim to provide this balance to support innovation, whilst providing a framework of good practice. They apply to all members of staff at the school. The purpose of the policy is to:

- safeguard all children;
- protect the school from legal risks;
- ensure that the reputation of the school, its staff and governors are protected;
- ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the school.

### **Definitions and Scope**

Social networking applications include, but are not limited to: blogs, online discussion forums, collaborative spaces, media sharing services, 'microblogging' applications, and online gaming environments. Examples include Twitter, Facebook, Tik Tok, Instagram, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Last.fm, and comment streams on public websites, such as newspaper sites and organisations such as NCETM. Many of the principles of this policy also apply to other types of online presence such as virtual worlds.

All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with the school's Equalities, Child Protection and ICT Acceptable Use Policies.

Within this policy, there is a distinction between use of school-sanctioned social media for professional educational purposes, and the personal use of social media.

## **Use of Social Media in practice**

### **Personal use of social media**

- 1.** Currently Croughton School has a school Facebook platform and WhatsApp group for the PTA. There is also a staff Whatsapp group for communication regarding important information.
  - Any school social media passwords would be kept securely by the Headteacher. The passwords must never be shared.
  - Teachers may not access social media during lesson time, unless it is part of a Computing or E Safety lesson.
  - All mobile phones will be stored in lockers provided, or out of sight in classrooms if required for medical reasons, turned to silent and not accessed during lessons.
  - Office staff mobile phones will be turned to silent and out of sight.
  - The use of smart phone technology is not to be used during the lesson time unless it is part of the learning intention.
  - Teachers may use social media during their break times in private and away from the pupils.
  - Members of staff should not use social media in front of pupils.
  - Members of staff must not "friend" or otherwise contact pupils or parents / carers through social media if their only contact with these parents is as a result of their position within the school.
  - If pupils or parents / carers attempt to "friend" or otherwise contact members of staff through social media, the Headteacher must be made aware of this relationship. A list will be compiled and stored in the school office.
  - Staff will not accept "friend" requests if the relationship is purely staff/parent, and there is no previous or alternative relationship.
  - Staff should ensure that they have the highest privacy settings on any social media sites which they use.
  - Members of staff should avoid identifying themselves as an employee of Croughton All Saints CE Primary School on social media.
  - Members of staff must not post content online which is damaging to the school or any of its staff or pupils.
  - Where teachers or members of staff use social media in a personal capacity, they should make it clear that their views are personal.
  - Teachers or members of staff must not post any information which could identify a pupil, class or the school.
  - Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.
  - 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 should be aware that if their out-of-work activity brings the school into disrepute, disciplinary action will be taken.
  - If inappropriate content is accessed online, an inappropriate website content report form should be completed and passed on to the Headteacher.

- Attempts to bully, coerce or manipulate members of the school community by teachers and members of staff will be dealt with as a disciplinary matter.

## **2. School-sanctioned use of social media**

There are many legitimate uses of social media within the curriculum and to support student learning. For example, the school has an official parents Facebook account. There are also many possibilities for using social media to enhance and develop students' learning.

When using social media for educational purposes, the following practices must be observed:

- Staff should seek the Headteacher's approval for the setting up of a distinct and dedicated social media site or account for educational purposes. This should be entirely separate from any personal social media accounts held by that member of staff, and should be linked to an official school email account;
- Once set up, the URL and identity of the site must be communicated to the Headteacher or appropriate member of the SMT before access is permitted for students;
- The content of any school-sanctioned social media site should be solely professional and should reflect well on the school;
- Staff must not publish photographs of children without the written consent of parents / carers, identify by name any children featured in photographs, or allow personally identifying information to be published on school social media accounts;
- Care must be taken with any links to external sites from the account are appropriate and safe;
- Any inappropriate comments on or abuse of school-sanctioned social media should immediately be removed and reported to a member of the leadership team;
- Staff should not engage with any direct messaging of students through social media where the message is not public.

### **Social Media misuse**

**Children – please refer to acceptable use, anti-bullying and online safety policies for further information on pupils use.**

Any misuse of social media by pupils should be reported to the Headteacher. If there is a safeguarding concern then this must be reported to a DSL. Parents should be informed of all social media misuse at the first available opportunity.

### **Staff**

Any staff misuse of social media should be reported to the Headteacher at the first available opportunity. If the Headteacher is involved with this misuse then this should be reported to the Chair of School Governors. See Croughton All Saints CE Primary School's Whistleblowing Policy for further guidance.

Reviewed: January 2026

Next review date: January 2028

### **Managing your personal use of Social Media:**

- “Nothing” on social media is truly private
- Social media can blur the lines between your professional and private life. Don’t use the school logo and/or branding on personal accounts
- Check your settings regularly and test your privacy
- Keep an eye on your digital footprint
- Keep your personal information private
- Regularly review your connections – keep them to those you want to be connected to
- When posting online consider; Scale, Audience and Permanency of what you post
- If you want to criticise, do it politely.
- Take control of your images – do you want to be tagged in an image? What would children or parents say about you if they could see your images?
- Know how to report a problem

### **Managing school social media accounts**

- Don’t make comments, post content or link to materials that will bring the school into disrepute
- Don’t publish confidential or commercially sensitive material
- Don’t breach copyright, data protection or other relevant legislation
- Consider the appropriateness of content for any audience of school accounts, and don’t link to, embed or add potentially inappropriate content
- Don’t post derogatory, defamatory, offensive, harassing or discriminatory content
- Don’t use social media to air internal grievances