



## **SOCIAL MEDIA POLICY FOR PARENTS /CARERS AND GOVERNORS**

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Ayscoughfee Hall School embraces the numerous benefits and opportunities that social media offers. It is fun, interesting and keeps us connected. There are various online school groups managed by parents, for parents, such as school Facebook pages and WhatsApp groups; these can be a wonderful source of knowledge, support and advice. We encourage parents to positively participate in these groups if they so wish.

The purpose of this policy is to encourage good practice, to protect the school community and to promote the effective use of social media as part of school activities. The policy sets out how we advise parents, carers and governors to conduct themselves on social media such as Facebook, Twitter or blogging sites and when using messenger apps, such as WhatsApp.

The school asks its whole community to promote the three common approaches to online behaviour:

- Common courtesy
- Common decency
- Common sense

Ayscoughfee Hall School strives to be a safe school for everyone and unacceptable online behaviour may:

- Have implications for the safeguarding of children by releasing what may be confidential information e.g., providing personal details or photographs.
- Cause offence or reputational damage to the school, members of staff, governors, parents or children.
- Fuel campaigns and complaints against the school or individual staff, governors, parents or children.

### **Legal framework**

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

- Data Protection Act 1998/General Data Protection Regulations 2018
- Defamation Act 2013
- Protection of Freedoms Act 2012 (as amended)

### **Think before you post**

The school asks that social media, whether public or private, should not be used to fuel campaigns and voice complaints against the school, school staff, parents or pupils. We take very seriously the inappropriate use of social media by an individual(s) to publicly humiliate or criticise another parent, pupil or member of staff. If parents have any concerns about their child in relation to the school, they should:

- Initially contact the class teacher
- If the concern remains, or concerns a member of staff, they should contact the headteacher
- If still unresolved, raise the concern with the governing body through the school complaints procedure. The Parental Complaints Policy can be accessed on the School website.

Social media should not be used as a medium to air any concerns or grievances.

**Online activity which we consider to be inappropriate:**

- Identifying or posting images/videos of other pupils or staff without specific individual permission
- Abusive or personal comments about staff, pupils or other parents
- Bringing the school into disrepute
- Posting defamatory or libellous comments
- Digital content circulated or sent directly with abuse or personal comments about staff or pupils
- Using social media to publicly challenge school policies or discuss issues about individual children
- Threatening behaviour, such as verbally intimidating staff, or using bad language
- Breaching school security procedures

**Actions if the terms of this policy are broken**

Should any problems arise from contact over social media, the school will act quickly by contacting parents, carers and governors directly, to stop any issues continuing.

Ayscoughfee Hall School can request a meeting with parents, carers and governors if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.

Serious breaches of the policy and/or refusal to comply with the above may result in the school terminating its contract/relationship with individual parents/carers or governors.

The school takes Safeguarding responsibilities seriously and will deal with any reported incidents appropriately in line with the actions outlined above, as well as our school Safeguarding and Child Protection Policy.

**Policy Review**

This policy, as with all Ayscoughfee Hall School policies, will be reviewed regularly to ensure that it is in line and compliant with any relevant legislation or guidelines and as such may be amended at any time.

***Any reference to the word 'School' implicitly includes all its associated clubs/activities including Kids Club. This policy also applies to EYFS***

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