

**Social Media Policy**

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| **Signed by Headteacher**  | A close up of a logo  AI-generated content may be incorrect. |
| **Review Date** | As required |
| **First Version Date** | 2025 |
| **Version** | 1 |

**1. Purpose**

This policy outlines expectations for the appropriate use of social media by staff, children, parents, and governors at Birchfield Nursery School.

Its purpose is to:

* Protect children, staff, and the school’s reputation.
* Support safeguarding and child protection.
* Encourage responsible, respectful use of online platforms.
* Comply with UK law, including the *Data Protection Act 2018* and the *UK GDPR*.

**2. Scope**

This policy applies to all individuals who represent or are associated with the school, including:

* Employees and students (teaching and non-teaching staff)
* Governors and volunteers
* Children (where applicable)
* Parents and carers (in relation to online interactions with the school)

It applies to all social media platforms, including (but not limited to) Facebook, X (Twitter), Instagram, TikTok, Snapchat, LinkedIn, YouTube, and school-managed accounts such as Birchfield Nursery Schools website, blog, or class pages.

**3. Definitions**

* **Social media:** Any online platform that allows users to create, share, or exchange content (text, images, video, etc.).
* **Official School Account:** Any social media account operated or managed on behalf of Birchfield Nursery School;
* **Personal Account:** Any account managed by an individual for personal use.

**4. Staff Responsibilities**

* Staff must **not post or share** content that could bring the school into disrepute.
* **Confidential or identifying information** about children, parents, or colleagues must never be shared online.
* Staff should **not communicate with children** or ex-children under 18 through personal social media accounts.
* Photos or videos of children must **not be shared** on personal platforms.
* Staff using school-managed accounts must:
	+ Maintain a professional tone at all times.
	+ Follow the school’s safeguarding and consent procedures.
	+ Gain permission from the Headteacher before launching or managing a new social media page.

**5. Parents and Carers**

* Parents should:
	+ Use social media in a way that upholds the school’s values.
	+ Avoid posting comments or images that could damage the reputation of children, staff, or the school.
	+ Not share photos or videos from school events without consent of all parents/carers involved.
	+ Direct any complaints through official school channels, not social media.

**6. Safeguarding and Child Protection**

* Online activity that raises safeguarding concerns will be reported to **Louise Bancroft, the Designated Safeguarding Lead (DSL).**
* The school will respond to incidents in line with its **Safeguarding** and **Anti-Bullying** policies.
* Where necessary, incidents may be reported to the **Local Authority Designated Officer (LADO)** or the **police**.

**7. Monitoring and Enforcement**

* The school reserves the right to monitor official accounts to ensure compliance.
* Breaches of this policy may lead to:
	+ Disciplinary action (for staff and children)
	+ Withdrawal of privileges (for children)
	+ Legal action, where appropriate

**8. Legal Framework**

This policy is informed by:

* *Keeping Children Safe in Education* (DfE)
* *Data Protection Act 2018* and *UK GDPR*
* *Human Rights Act 1998*
* *Defamation Act 2013*
* *Education Act 2011* (regarding cyberbullying)
* *Safeguarding Vulnerable Groups Act 2006*

**Version Control and Change History**

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| **Version Control** | **Review Date** | **Amendment** |
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