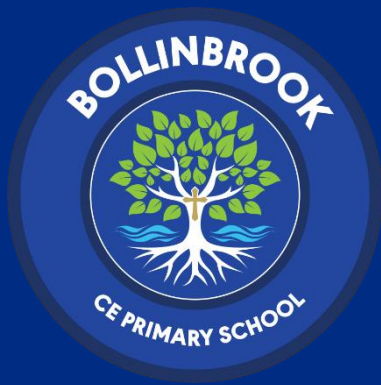
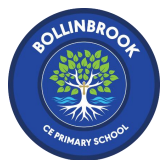




SOCIAL MEDIA POLICY

'...like a tree firmly planted by streams of water which yields its fruit...'

Psalms 1v3



Bollinbrook CE Primary School Social Media Policy

Recommended by	Cheshire East HR
Approved by	Governing Board
Approval Date	Sep 2026
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Legal Status	

CHANGE RECORD FORM

Version	Date of change	Date of release	Changed by	Reason for change
2	May 2020	May 2020	L. Le Marinel	Covid-19 update
3	May 2022	May 2022	T Wallace	Some Covid 19 info taken out. Risk management left in until 2023.
4	September 2023	September 2023	L Le Marinel	Review and update
5	September 2024	September 2024	L Le Marinel	Review and update
6	September 2025	September 2025	L Le Marinel	Review and update
7	September 2026	September 2026	L Le Marinel	Review and update



Mission Statement

... 'a tree firmly planted by streams of water which yields its fruit...' Psalm 1v3

At Bollinbrook CE Primary the Christian value of 'Love' is at the heart of who we are as a community. We teach our children to be rooted in Jesus Christ so they develop a love of learning that supports their academic, emotional and spiritual growth. If rooted in Christ, children can grow into who they were created to be. Based on Psalm 1v3, 'like a tree firmly planted by streams of water which yields its fruit...' We are helping our children grow spiritually, emotionally and academically laying firm roots that will provide strong foundations and bear fruit that will help them on the next stage of their educational journey.

Purpose

The purpose of this policy is to:

- Safeguard pupils, families and staff.
- Promote the professional and responsible use of social media.
- Protect the reputation of the school.
- Provide clear guidance for staff regarding acceptable online conduct.
- Ensure compliance with safeguarding and data protection requirements.
- Support staff in maintaining appropriate professional boundaries.

Scope

This policy applies to:

- All school employees.
- Governors.
- Volunteers.
- Supply staff.
- Contractors working on behalf of the school.
- Staff employed within wraparound provision and holiday clubs.

The policy applies to:

- Personal use of social media.
- Professional use of social media.
- School-owned social media accounts.



- Messaging applications used for school business.
- Digital content created or shared using artificial intelligence (AI).

Related Policies

This policy should be read alongside:

- Safeguarding and Child Protection Policy
- Online Safety Policy
- Staff Code of Conduct
- Acceptable Use Agreement
- Data Protection Policy
- Whistleblowing Policy
- Behaviour Policy

Definition of Social Media

Social media includes any online platform, application or service that enables users to create, share or interact with content.

Examples include:

- Facebook
- Instagram
- X
- TikTok
- Snapchat
- WhatsApp
- Threads
- LinkedIn
- YouTube
- Discord
- Blogs
- Online forums
- Messaging applications

This list is not exhaustive.

Professional Responsibilities

All staff are ambassadors for the school and should behave professionally online at all times.

Staff should:



- Assume that anything posted online may become public.
- Maintain high professional standards.
- Consider how online activity may affect their reputation and that of the school.
- Use privacy settings appropriately.
- Report concerns regarding inappropriate online activity.

Staff must always uphold the Teachers' Standards and the expectations outlined within the school's Code of Conduct.

Professional Boundaries

To safeguard both staff and pupils:

Staff must not:

- Accept friend or follow requests from current pupils.
- Contact pupils through personal social media accounts.
- Use personal messaging services to communicate with pupils.
- Share personal contact details with pupils.
- Engage in discussions about pupils or families through personal social media accounts.

Staff should exercise particular caution when interacting with former pupils who are under eighteen years of age.

Relationships with Parents and Carers

Staff should maintain clear professional boundaries with parents and carers.

Staff should not:

- Discuss confidential school matters online.
- Engage in disputes with parents via social media.
- Join parent social media groups in an official capacity unless authorised by the Headteacher.
- Respond to complaints through social media.

Any concerns raised online should be referred through the school's formal communication procedures.

Use of Personal Social Media

When using personal social media accounts, staff must not:

- Bring the school into disrepute.
- Post confidential information.
- Criticise colleagues, governors, parents or pupils.
- Harass, bully or intimidate others.



- Post discriminatory, offensive or inappropriate content.
- Identify themselves in a way that suggests their personal views represent those of the school.

Use of social media must not undermine trust and confidence in the employee's professional role.

Use of Social Media During Working Hours

Staff must not access personal social media accounts during teaching time or while supervising children.

Personal devices should:

- Remain switched off or on silent during teaching periods.
- Only be accessed during designated break times.
- Never be used in the presence of pupils for personal social media activity.

School Social Media Accounts

The school's social media pages are intended to celebrate learning, achievements and provide information to families.

The school welcomes positive engagement. However, members of the school community should not use social media to make allegations against staff members, governors, volunteers, pupils or other families. Concerns should be raised through the school's established procedures to ensure they can be investigated fairly and appropriately. Parents and carers are reminded that concerns about school matters should be raised through the school's complaints procedure rather than through social media platforms.

Only authorised staff may:

- Access school accounts.
- Publish content.
- Respond to comments where necessary.

At least two senior members of staff should retain administrator access to all school platforms.

Where possible:

- Two-factor authentication will be enabled.
- Passwords will be securely stored.
- Access permissions will be reviewed annually.

Messaging Applications



Messaging platforms such as WhatsApp should be used professionally and appropriately.

Staff must not:

- Share confidential pupil information.
- Discuss safeguarding concerns in unsecured group chats.
- Share sensitive staffing information.
- Include pupils in staff messaging groups.

Where sensitive matters arise, approved school systems must be used instead.

Images, Video and Photography

All images shared on school social media platforms must:

- Comply with parental consent preferences.
- Meet GDPR requirements.
- Support the safeguarding of pupils.

The school will:

- Use first names only where appropriate.
- Avoid excessive personal information.
- Ensure images are suitable and respectful.
- Remove content promptly if concerns arise.

Photographs of pupils whose parents have declined consent will not be published.

Artificial Intelligence (AI)

AI-generated images, video or audio content depicting pupils must not be created or shared without explicit Headteacher authorisation and consideration of safeguarding, ethical and data protection implications.

Where AI tools are used:

- Content must be checked for accuracy.
- Safeguarding considerations must remain paramount.
- Confidential information must never be entered into public AI systems.

Any use of AI must align with the school's safeguarding, data protection and ethical expectations.



Safeguarding

Safeguarding responsibilities apply equally online and offline.

Any online activity which:

- Places a child at risk,
- Raises concerns about professional conduct,
- Damages trust in a member of staff, or
- Undermines the reputation of the school,

may result in disciplinary action and safeguarding procedures being initiated.

Online Safety Incidents

Any safeguarding concerns identified through social media use must be reported immediately to the Designated Safeguarding Lead (DSL) in line with the school's safeguarding procedures.

Where online behaviour presents a risk to a child, appropriate referrals may be made to the Local Authority, Police or other relevant agencies.

Data Protection and Confidentiality

Staff must not disclose:

- Personal information about pupils.
- Personal information about parents.
- Confidential staffing information.
- Sensitive school business.

All use of social media must comply with UK GDPR and Data Protection Act requirements.

Parents, Carers and the Wider Community

Respectful Online Engagement

The school recognises that social media and community forums can provide valuable opportunities for communication and the sharing of information. We ask all members of our school community to engage respectfully and responsibly when discussing matters relating to the school.

Parents and carers should raise concerns directly with the school through the appropriate channels so that matters can be addressed promptly and accurately.



Comments, photographs, videos or posts that are abusive, defamatory, threatening, misleading or which identify individual pupils, parents or staff members may be referred to the appropriate authorities and/or dealt with under the school's complaints procedures.

The school reserves the right to remove inappropriate comments from its social media platforms and restrict access where necessary.

Parents Posting During Term Time

Parents and carers should be aware that information and images shared publicly on social media may be considered by the school when investigating matters relating to attendance, safeguarding, welfare or school policies.

Monitoring

The school reserves the right to investigate concerns relating to social media activity where there is:

- A safeguarding concern.
- A breach of confidentiality.
- Potential reputational damage.
- Suspected misconduct.

Any investigation will be conducted in accordance with relevant school procedures.

Breaches of the Policy

Breaches of this policy may result in:

- Informal advice or guidance.
- Formal management action.
- Disciplinary investigation.
- Referral to external agencies where appropriate.

Serious breaches may constitute gross misconduct and could result in dismissal.

Equality Statement

The school will ensure that implementation of this policy does not discriminate against any individual on the grounds of:

- Age
- Disability
- Gender reassignment



- Race
- Religion or belief
- Sex
- Sexual orientation
- Marriage or civil partnership
- Pregnancy or maternity

Reasonable adjustments will be made where required.

Review

This policy will be reviewed annually by the Headteacher and Governing Board, or sooner if required due to changes in legislation, safeguarding guidance, emerging technologies or local authority advice.

