



Social Media Policy

Statement of intent

New Hall Primary School understands the benefits of using social media; however if misused, the school community can be negatively affected, such as by damaging 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, such as WhatsApp or Facebook.

1. Legal framework

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

Data Protection Act 2018, EU General Data Protection Regulation (GDPR).

Defamation Act 2013

Protection of Freedoms Act 2012 (as amended)

2. E-safety and social media conduct

New Hall Primary expects parents to behave in a civilised nature online and will not tolerate any of the following behaviour online:

Posting defamatory 'statuses' about fellow parents, pupils, the school or its employees

Complaining about the school's values and methods on social media

- 2.1. The school has a **Complaints Procedures Policy** in place, to avoid parents broadcasting grievances online.
- 2.2. Parents will be made aware of their responsibilities regarding their use of social networking and their conduct online.
- 2.3. 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.
- 2.4. Parents will not attempt to 'friend' or 'follow' any member of staff on social media.
- 2.5. Parents are instructed not to post anonymously or under an alias to evade the guidance given in this code of conduct.
- 2.6. **New Hall Primary** retains the right to request any damaging material to be removed from social media websites.

3. Online messaging

- 3.1. New Hall Primary expects parents to use messaging apps, such as WhatsApp or Facebook, for purposes beneficial to themselves and the school, and will not accept any of the following behaviour:

Sending abusive messages to fellow parents

Sending abusive messages about members of staff, parents or the school

Sending abusive messages to members of staff

- 3.2. The school appreciates the simplicity and ease of instant messaging online; keeping in contact outside of school can benefit the school community by keeping the school community closer.
- 3.3. Should any problems arise from contact over messaging apps, the school will act quickly by contacting parents directly, to stop any issues continuing.
- 3.4. **New Hall Primary** can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.
- 3.5. The school's complaints procedure will be followed as normal if any members of the parent teacher association or governing body cause any discrepancies through their conduct whilst using online messaging.
- 3.6. The **headteacher** can, with the permission of the parent, view messages sent between members of the parental body in order to deal with problems quickly and effectively.
- 3.7. The **headteacher** can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

4. Monitoring and review

- 4.1. The **headteacher** will review this code of conduct on an **annual** basis and will communicate any changes to all teachers and parents.
- 4.2. All parents will be required to adhere to this code of conduct. The school will notify parents should any changes occur.

Acceptable use of the internet: agreement for parents and carers



5.

| Acceptable use of the internet: agreement for parents and carers | |
|--|--------------|
| Name of parent/carer: | |
| Name of child: | |
| <p>Online channels are an important way for parents/carers to communicate with, or about, our school.</p> <p>The school uses the following channels:</p> <ul style="list-style-type: none">Our official Twitter page @NewHallpriEmail/text groups for parents (for school announcements and information)Our virtual learning platform <p>Parents/carers also set up independent channels to help them stay on top of what's happening in their child's class. For example, class/year Facebook groups, email groups, or chats (through apps such as WhatsApp).</p> | |
| <p>When communicating with the school via official communication channels, or using private/independent channels to talk about the school, I will:</p> <ul style="list-style-type: none">Be respectful towards members of staff, and the school, at all timesBe respectful of other parents/carers and childrenDirect any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure <p>I will not:</p> <ul style="list-style-type: none">Use private groups, the school's Twitter page, or personal social media to complain about or criticise the school or members of staff. This is not constructive and the school can't improve or address issues if they aren't raised in an appropriate wayUse private groups, the school's Twitter page, or personal social media to complain about, or try to resolve, a behaviour issue involving other pupils. I will contact the school and speak to the appropriate member of staff if I'm aware of a specific behaviour issue or incidentUpload or share photos or videos on social media of any child other than my own, unless I have the permission of the other children's parents/carers | |
| Signed: | Date: |