Wilkinson Primary School

Social Media Policy

In our current society, Social Media and social networking sites play an important role in the lives of many people. Children in particular are incredibly internet savvy, having their own social media accounts on a range of sites allowing them to communicate online in a variety of forms.

The safeguarding of children is the key responsibility of all members of staff and it is essential that everyone considers this and acts responsibly if they are using social networking site out of school.

All staff and individuals associated with the school have a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect. It is important to protect everyone at Wilkinson Primary School from allegations and mis-interpretations which can arise from social networking sites.

This policy outlines the way in which social media should be used by pupils and school staff at Wilkinson Primary School.

The use of social networking sites by pupils within school.

The school's Acceptable Internet Use Policy (AUP) makes it clear to pupils what acceptable/unacceptable online behaviour is and what use of social media is allowed. Children will be shown this document at the start of each Key Stage.

Children will regularly be made aware of the risks involved with social media, how they need to protect themselves online, and when social media is used outside of school, what is acceptable/unacceptable online behaviour. Age appropriate posters will be displayed in classrooms and around the school, and children are regularly reminded in assemblies, through our ASPIRE curriculum and the computing curriculum about the risks involved with online safety. Parents and carers will also be informed about online risks which are posed to children using networking sites at home and advice given to them in the form of newsletters/workshops on how they can protect their children online at home.

If social media sites are used for curriculum learning purposes (i.e. Blogging and the creation of Wiki pages) then staff should carry out their own risk assessment to determine which tools are appropriate, and make sure children are fully aware of acceptable/unacceptable online behaviour.

Use of social networking by staff in a personal capacity.

Some staff will have their own social networking site account. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner.

The following guidelines should be followed by staff:

- Staff must never add pupils and/or parents/carers as friends/followers into their personal accounts.
- Staff must not post pictures of school children/school events onto their own personal accounts.
- Staff must not post negative comments about the school, pupils, parents or colleagues including Governors.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality, particularly with photographs which are stored in their personal account.
- Staff should use social networking sites responsibly and ensure that neither their personal/professional reputation, nor the school's reputation is compromised by inappropriate postings.
- Staff should be aware of online identity fraud. To be cautious when giving out personal information about them which may compromise their personal safety or security.

Use of social networking by parents/carers.

Parents and carers will be made aware of their responsibility regarding their use of social networking at the beginning of every new school year.

Parents are not expected to post pictures of pupils other than their own children on social networking sites.

Parents should not post malicious or fictitious comments on social networking sites about any member of the school community. If parents have grievances with the school then these should be made through official school channels rather than posting them on social networking sites.

Cyber Bullying.

Cyber bullying of any member of our school community will not be tolerated. Any such incidents, whether on-line or via mobile device, will be dealt with as outlined in the schools Anti-bullying, Behaviour and Safeguarding Children policies. All incidents will be logged by the Head Teacher the e-Safety subject leader and appropriate support given to anyone in our school community affected by cyber-bullying.

Review

This policy will be reviewed every two years. It may be reviewed earlier than this, if the government introduces new regulations, or if school receives recommendations on how the policy might be improved.

Updated: November 2026
Review date: November 2028