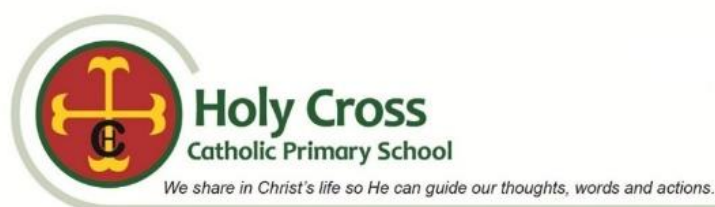


SOCIAL MEDIA POLICY



Approved	November 2025	Review period	Two year
Next Review	November 2027		

Colossians 4:6 'Let your speech always be gracious, seasoned with salt, so that you may know how you ought to answer each person.'

Colossians 3:16 'Let the word of Christ dwell in you richly, teaching and admonishing one another in all wisdom, singing psalms and hymns and spiritual songs, with thankfulness in your hearts to God.'

RRSA - Article 3 All adults should always do what is best for you.

HOLY CROSS CATHOLIC PRIMARY SCHOOL

Social Media Policy

STATEMENT OF INTENT

Holy Cross Catholic Primary School understands the benefits of using social media; however, if misused, the school community can be negatively affected, this can include individual pupils, groups or classes of pupils or indeed the reputation of the school. This code of conduct sets out clear procedures for how we expect parents to conduct themselves on social media and when using messenger apps, with regard to the school and its reputation. We ask that parents read this document and ensure that they always act in accordance with the stipulations detailed below.

LEGAL FRAMEWORK

This document has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- Data Protection Act 2018
- UK General Data Protection Regulation (GDPR)
- Protection of Freedoms Act 2012

This document operates in conjunction with the following school policies:

- Complaints Procedure
- Social Media Policy
- Data Protection Policy

ONLINE SAFETY AND SOCIAL MEDIA CONDUCT

Our school expects parents to behave in a civilised nature online and will not tolerate any of the following online behaviour:

- Posting defamatory content about parents, pupils, the school or its employees
- Complaining about the school's values and methods on social media
- Posting content containing confidential information regarding the school or any members of its community, e.g. a complaint outcome
- Contacting school employees through social media, including requesting to 'follow' or 'friend' them, or sending them private messages
- Creating or joining private groups or chats that victimise or harass a member of staff, a pupil or groups of pupils or the school in general Social Media
- Posting images of any staff members or pupils without their prior consent

Parents' social media usage will be in accordance with the school's Social Media Policy.

The school retains the right to request that any damaging material is removed from social media websites. If parents wish to raise a complaint, the school has a Complaints Procedures Policy in place. 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. Parents are instructed not to post anonymously or under an alias to evade the guidance given in this code of conduct.

ONLINE MESSAGING

The school expects parents to use messaging apps, such as WhatsApp, 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, pupils or the school
- Sharing confidential or sensitive information about members of staff, parents, pupils or the school
- Bringing the school or its staff into disrepute
- Communicating on behalf of the school

The school appreciates the simplicity and ease of instant messaging; keeping in contact outside of school can benefit the school community by keeping it closer. The school does not, however, condone parents sending messages about school as though a voice of authority. Should any problems arise from contact over messaging apps, the school will act quickly by contacting parents directly, to stop any issues continuing. The school can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory content, occurs online. The principal can, with the permission of the parent, view messages sent between members of the parental body to deal with problems quickly and effectively. The principal can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

USE OF ARTIFICIAL INTELLIGENCE (AI)

Parents are reminded that the use of artificial intelligence tools, including text, image, audio or video generation, does not remove personal responsibility for the content shared online or via messaging apps.

Parents must not use AI tools to:

- Generate or alter content that is misleading, defamatory, abusive or discriminatory
- Create or share false or manipulated images, recordings or representations of pupils, staff or members of the school community
- Produce communications that misrepresent the school's position or appear to be sent on behalf of the school

Any AI-generated content relating to the school, its staff, pupils or families will be treated in line with this policy and all relevant legislation, including data protection and safeguarding requirements.

PHOTOGRAPHY AND IMAGES

Parents may be permitted to take photos of their children at certain school events, such as sports day or during a theatre production; however, parents are only able to take photos of their own children, and should only share photos of their own children on social media. Parents must not take photos of other children, staff members or volunteers, nor post them on social media without the consent of those within the images or, where applicable, their parents. During events outside of school, such as dropping children off at the school gate, or whilst visiting the school, parents must not take photos of any members of the school community, nor share these photos on social media.

RESPONSIBILITY

Parents are responsible for supporting the school by monitoring their own use of social media and online messaging. Parents must adhere to the Social Media Code of Conduct for Parents at all times. Parents are responsible for ensuring they support the school by monitoring their children's

use of social media and online messaging. Parents must support their children in adhering to the Pupil Code of Conduct.

MONITORING AND REVIEW

The principal will review this code of conduct on an annual basis and will communicate any changes to all teachers and parents. The next scheduled review date for this document is November 2027. All parents will be required to read this code of conduct each time any changes are made.