



Social Media Policy

January 2026

***WALKING IN LOVE,
INSPIRING TRANSFORMATION***



1. Vision & Aims

At St Anne's CE Primary School, we walk in love (Ephesians 5:2), nurturing **Compassion, Curiosity and Confidence** in both pupils and adults. Rooted in Christ, we are a community of belonging where everyone is encouraged to shine their light (Matthew 5:16), celebrating diversity and inspiring transformation through inclusive leadership and learning.

We recognise that social media and online communication play an increasingly important role in modern life. As a Church of England primary school, we are committed to ensuring that all use of social media reflects our Christian vision and values.

- **Compassion** guides respectful, kind and responsible communication online, recognising the impact that words and images can have on others.
- **Curiosity** supports thoughtful and responsible engagement with social media, enabling learning, collaboration and positive relationships while understanding and managing potential risks.
- **Confidence** encourages positive role modelling and responsible use of social media, ensuring that online activity reflects our school values, protects personal safety and contributes positively to the wider community.

We recognise and embrace the benefits and opportunities that social media can offer. While staff may use social media to engage, collaborate and innovate, this must always be balanced with an awareness of safeguarding responsibilities, professional conduct and personal reputation.

This policy aims to:

- establish clear expectations for appropriate and responsible use of social media
- set guidance for the use of the school's social media channels
- support the school's commitments to safeguarding, online safety and data protection

This policy applies to all members of the school community and to the use of social media for both professional and personal purposes, whether during or outside school hours, and regardless of the device or platform used.

In line with the Equality Act 2010, all social media use must promote equality, eliminate discrimination, and foster positive relationships within our diverse school community.

2. Links to Legislation

There are several pieces of legislation which set out measures and actions for schools in response to bullying, as well as criminal and civil law. These may include (but are not limited to):

- The Education and Inspection Act 2006, 2011
- The Equality Act 2010
- The Children Act 1989
- Protection from Harassment Act 1997
- The Malicious Communications Act 1988
- Public Order Act 1986.

3. Links with Other School Policies and Practices

This policy links with several school policies, practices and action plans including:

- Behaviour Policy
- Complaints Policy





- Child Protection and Safeguarding Policy
- Teaching and Learning Policy
- E-Safety Policy

4. Roles and Responsibilities

- The headteacher is responsible for communicating this policy to the school community, to ensure that disciplinary measures are applied fairly, consistently and reasonably, and that a member of the senior leadership team has been identified to take overall responsibility.
- The governing body will take a lead role in monitoring and reviewing this policy.
- All staff, including governors, senior leadership, teaching and non-teaching staff, to support, uphold and implement this policy accordingly.
- Parents/carers to support their children and work in partnership with the school.
- Pupils to be made aware of and abide by the policy.

5. Definition of Social Media

For the purposes of this policy, 'social media' is considered to include all technologies that allow individuals to communicate and share information (including photos and video). This includes group messaging services such as WhatsApp and Class Dojo.

6. Use of Official School Social Media

At St Anne's CE Primary School, the school's official social media channels are Class Dojo and Instagram.

These accounts are managed by the headteacher and relevant members of staff. Staff members who have not been authorised by the headteacher to manage, or post to, the account, must not access, or attempt to access, these accounts.

Instagram

The school will post on Instagram:

- Achievements of pupil and staff
- Photos or posts about school trips, events and activities
- reminders (e.g. approaching deadlines, events or class activities, reminders about policies/procedures)
- Seasonal greetings and messages about religious festivals
- Invitations to provide feedback

The school **will not** post on Instagram:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements





- Advertisements for businesses unless directly related to the school
- Links to staff members' personal accounts

Regarding following other social media users, the school:

- Will only 'like' Instagram pages with a non-commercial interest – being 'liked' by us doesn't imply endorsement of any kind
- May follow other users if you follow us on Instagram – being followed by us does not imply endorsement of any kind

The [St Anne's CE Primary School website](#) is the other main form of online communication and media posting, where you can find key information and blog posts, keeping parents/carers up to date on everything happening throughout the academic year.

At St Anne's CE Primary School, staff responsible for our social media accounts will delete as soon as reasonably responsible:

- Abusive, racist, sexist, homophobic or inflammatory comments
- Comments we consider to be spam
- Personal information, such as telephone numbers, address details, etc.
- Posts that advertise commercial activity or ask for donations

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school's complaints policy. If users are repeatedly abusive or inappropriate, they will be blocked.

Staff responsible for our social media accounts will also ensure that all content shared on social media platforms is age appropriate for the school community.

7. Personal Use of Social Media by Staff

At St Anne's CE Primary School, we expect all staff, governors and volunteers to consider the safety of pupils and the risks (reputational and financial) to the school when using school and personal social media channels. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff members will report any safeguarding issues they become aware of.

When using social media, staff must not:

- Use personal accounts to conduct school business
- Accept 'friend requests' from, or communicate with, pupils past or present
- Complain about the school, individual pupils, colleagues or parents/carers
- Reference or share information about individual pupils, colleagues or parents/carers
- Post images of pupils on personal accounts
- Express personal views or opinions that could be interpreted as those of the school
- Link their social media profile to their work email account
- Use personal social media during timetabled teaching time, except in a professional capacity





Any concerns regarding a member of staff's personal use of social media will be dealt with in line with our staff behaviour policy.

Any communication received from current pupils (unless they are family members) on any personal social media accounts will be reported to the designated safeguarding lead (DSL) or member of the senior leadership team immediately.

Staff should not also do not have contact via personal accounts with past pupils (if ongoing communication is required, this should be used by our official school channels).

8. Supporting Pupils

St Anne's CE Primary School encourages pupils to:

- Be respectful to members of staff, and the school, at all times
- Be respectful to other pupils and parents/carers
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Pupils should not use social media to:

- Complain about individual members of staff
- Complain about the school
- Make inappropriate comments about members of staff, other pupils or parents/carers
- Post images of other pupils without their permission

Any concerns about a pupil's social media use will be dealt with in line with the school's behaviour policy.

9. Supporting Adults

Our school takes measures to make sure that children use the internet safely and securely; however, it is equally important to support parents in modelling to our pupils the same measures.

The school expects parents/carers to help us model safe, responsible and appropriate social media use for our pupils.

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- Be respectful towards, and about, members of staff and the school at all times
- Be respectful of, and about, other parents/carers and other pupils and children
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Parents/carers should not use social media to:

- Complain about individual members of staff, other parents/carers or pupils
- Complain about the school





- Make inappropriate comments about members of staff, other parents/carers or pupils
- Draw attention to, or discuss, behaviour incidents
- Post images of children other than their own

We expect parents/carers to follow the above social media guidelines when using class WhatsApp groups.

10. Policy and Support

The whole school community will:

- Provide a range of approaches for pupils, staff and parents/carers to access support and report concerns
- Regularly update and evaluate our practice to consider the developments of technology and provide up-to-date advice and education to all members of the community regarding positive online behaviour
- Take appropriate, proportionate and reasonable action, in line with existing school policies, for any misuse of social media brought to the schools' attention, which involves or affects pupils, even when they are not on school premises.
- Implement appropriate disciplinary sanctions; the consequences of misusing social media will reflect the seriousness of the incident, so that others see that misusing social platforms is unacceptable
- Use a variety of techniques to resolve the issues between those who misuse social media, and those who have been affected by social media.

11. Education and Training

The school community will:

- Train all staff, including teaching staff, support staff (e.g. Administration staff, lunchtime support staff and site support staff) and pastoral staff, to identify all forms of online safety and take appropriate action, following the school's policy and procedures, including recording and reporting incidents on CPOMs
- Consider a range of opportunities and approaches for addressing bullying throughout the curriculum and other activities, such as through displays, assemblies, peer support, the school council, etc
- Collaborate with other local educational settings as appropriate, and during key times of the year, for example during transition
- Ensure anti-bullying has a high profile throughout the year, reinforced through key opportunities such as safer internet day.
- Provide systematic opportunities to develop pupils' social and emotional skills, including building self-esteem.

12. Involvement and Liaison with Parents and Carers

We will:





- Take steps to involve parents and carers in developing policies and procedures, to ensure they are aware that the school does not tolerate any misuse of social media
- Make sure that key information about online safety and cyber-bullying (including policies and named points of contact) is available to parents/carers in a variety of formats, including via the school website
- Ensure that all parents/carers know who to contact if they are worried about online safety and where to access independent advice
- Work with all parents/carers and the local community to address issues beyond the school gates that give rise to online safety
- Ensure all parents/carers know about our complaints procedure and how to use it effectively, to raise concerns in an appropriate manner

13. Useful Links and Supporting Organisations

Support for children, staff or families.

- Anti-Bullying Alliance: www.anti-bullyingalliance.org.uk
- Childline: www.childline.org.uk
- Family Lives: www.familylives.org.uk
- Kidscape: www.kidscape.org.uk
- MindEd: www.minded.org.uk
- NSPCC: www.nspcc.org.uk
- PSHE Association: www.pshe-association.org.uk
- Restorative Justice Council: www.restorativejustice.org.uk
- The Diana Award: www.diana-award.org.uk
- Victim Support: www.victimsupport.org.uk
- Young Minds: www.youngminds.org.uk

Cyber-bullying

- Childnet: www.childnet.com
- Internet Watch Foundation: www.iwf.org.uk
- Report Harmful Content: <https://reportharmfulcontent.com/>
- UK Safer Internet Centre: www.saferinternet.org.uk
- The UK Council for Internet Safety (UKCIS): www.gov.uk/government/organisations/uk-council-for-internet-safety

DfE 'Cyber-bullying: advice for headteachers and school staff':

- www.gov.uk/government/publications/preventing-and-tackling-bullying
- DfE 'Advice for parents and carers on cyberbullying':
www.gov.uk/government/publications/preventing-and-tackling-bullying

SEND

- Changing Faces: www.changingfaces.org.uk
- Mencap: www.mencap.org.uk
- Anti-Bullying Alliance Cyberbullying and children and young people with SEN and disabilities:
www.anti-bullyingalliance.org.uk/tools-information/all-about-bullying/at-risk-groups/sen-disability





14. Monitoring, Evaluation and Review

This policy will be reviewed every two years by the Headteacher and Computing Lead and may be amended as appropriate.

Any questions or concerns regarding this policy should be made to:

Name: Harry Larter
Role: Computing Leader

Date written: January 2026
Date agreed by Headteacher: January 2026
Date of next review: January 2028

