

Windsor Clive Primary School



Ysgol Gynradd Windsor Clive

Every Child – Every Chance – Every Day

Social Media Policy

Date agreed: May 2025
Review date: May 2026

The school is aware and acknowledges that increasing numbers of adults and children are using social networking sites.

These may include Facebook, MSN, Twitter, BBM or Snap Chat.

The widespread availability and use of social networking application bring opportunities to understand, engage and communicate with audiences in new ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our reputation. This policy and associated guidance is to protect staff and advise school leadership on how to deal with potential inappropriate use of social networking sites.

For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice.

Purpose

The purpose of this policy is to ensure:

1. That the school is not exposed to legal risks
2. That the reputation of the school is not adversely affected
3. That our users are able to clearly distinguish where information provided via social networking applications is
4. legitimately representative of the school.

Facebook is targeted at older teenagers and adults. They have a no under 13 registration policy and recommend parental guidance for 13 to 16 year olds.

The following are extracts from Facebook privacy policy:

If you are under age 13, please do not attempt to register for Facebook or provide any personal information about yourself to us. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from a child under age 13, please contact us

We strongly recommend that minors 13 years of age or older ask their parents for permission before sending any information about themselves to anyone over the Internet and we encourage parents to teach their children about safe internet use practices.

Materials to help parents talk to their children about safe internet use can be found on this help page”

Scope

This policy covers the use of social networking applications by all school stakeholders, including, employees, Governors and pupils. These groups are referred to collectively as school representatives for brevity.

The requirements of this policy apply to all uses of social networking applications which are used for any school related purpose and regardless of whether the School representatives are contributing in an official capacity to social networking applications provided by external organisations.

Social networking applications include, but are not limited to:

- ☐ Blogs, for example Blogger
- ☐ Online discussion forums, such as netmums.com
- ☐ Collaborative spaces, such as Facebook
- ☐ Media sharing services, for example, YouTube
- ☐ Micro-blogging applications, for example Twitter

All school representatives should bear in mind that information they share through social networking applications, even

if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the

Safeguarding Vulnerable Groups Act 2006 and other legislation

Review

There will be a 3 year review of this policy by the full governing body.

Date of policy approval: May 2025

Date of policy review: May 2026

Signed: _____ (Chairperson of Governing Body)
Alex Mcinch

Signed: _____ (Headteacher)
Kim Fisher