GEORGE STREET PRIMARY AND NURSERY SCHOOL

Social Media Policy

Every Child Matters, Every Day Counts

Date: December 2025

Version 2.0 Live

DOCUMENT CONTROL

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REVISION HISTORY

Issue Date	Version / Status	Reason for Change	Changed By:
Jan 2022	1.0	Policy Implementation	A Price
Nov 2022	2.0	Policy review and update	A Price

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PURPOSE

- The School wishes to engage with its parents/guardians/ pupils through the responsible use of social media. The guidelines in this policy will ensure the use of social media does not expose the School, staff or pupils to any security risks, reputational damage or breaches of the UK General Data Protections Regulations (UK GDPR) and sets out the principles expected to follow when using social media.
- 'Social media' is the term used for the set of online platforms, websites and interactive media that enables staff and users to interact with each other in various ways. You can create and share content, information and opinions, knowledge and interests or participate in social networking and public relations from a communication, engagement, collaboration, and advertising perspective. It includes both open and closed accounts.
- For the purpose of this policy social media covers sites and applications including but not restricted to Facebook, Twitter, Instagram, Flickr, YouTube, LinkedIn, with new sites emerging constantly. Be aware that some games for example Minecraft and some video sharing platforms such as YouTube have social media elements to them.
- They can also be categorised as blogs, discussion forums, podcasts, wikis, social networks, forums, and content communities. Instant Messaging (IM) is the real time exchange of information through software application to individuals or groups. Popular IM applications include WhatsApp, Snapchat and Viber. This policy will also apply to any new platforms which may emerge after the creation of this policy, where the School could be represented via participation.

1. **SCOPE**

   This policy provides a structured approach for using social media for both school business including sites hosted and maintained on behalf of the school and for personal purposes. This policy applies to:

- School staff, whether office-based or working via remote access, including contractors, volunteers, Governors, students, agencies and partner organisations operating on behalf of the School, who have access to personal information.

2. AIMS & OBJECTIVES

- To inform staff about the legislation and schools processes regarding the professional and personal use of social media and safeguard the reputation of the school
- To provide guidelines to staff who want to use social media to inform parents/guardians or to promote the School's work through publicity in a beneficial and positive way.
- To provide guidelines for the appropriate and inappropriate use of social networking by staff.
- To minimise the risks to our school through use of social media and protect our pupils and staff, parents and members of the public from abuse through social networking.

3.   RESPONSIBILITIES

The following individuals/groups have specific responsibilities:

Governing Body/Headteacher	Overall executive responsibility for the Social Media Policy and standards and their application throughout the School. Ensure that all existing and new staff are trained and familiar with this policy and its relationship to the school's standards, policies and guidance on use of ICT
	To monitor and promote compliance with the Social Media Policy Review, implementation, and governance through regular monitoring.
Data Protection and Information Governance Team	Policy formulation and review and providing advice and guidance. Ensuring that the Social Media Policy (procedures and standards) are kept up to date and relevant to the needs and obligations of the School.
Head Teacher/Bursar	Ensuring that these Policies & Procedural documents are made known to all staff, inclusive of agency workers, contractors, volunteers, students or anyone accessing the Schools information and in doing so ensuring awareness of their responsibilities when using Social Media. Approve application for social media account.
All staff	Adherence to the Social Media Policy and related procedures/guidance when managing, storing and disposing of the information they create and receive during the course of their duties as well as undertaking any training/awareness provided. To report immediately to Head teacher or line manager any observed or suspected incidents where personal data has or may have been disclosed via social media.

4.   GUIDANCE FOR SCHOOL SOCIAL MEDIA ACCOUNTS FOR STAFF

When using social media for school business

- Staff members can only use official school sites for communicating with pupils, parents, guardians or to enable pupils to communicate with one another.
- There must be a business reason for creating official school sites to communicate with pupils or others and ensure the quality of the content. It is advised to undertake a Data Protection Impact Assessment to assess any risk associated with the postings on the group.
- Official school sites must be created after approval of the Head teacher You may wish to approve via the Form at annex A . An account moderator should be appointed who will monitor the account and close those no longer in use. The moderator should password protect all accounts and keep details secure.
- Staff must not place a child at risk of harm and should follow statutory and school safeguarding procedures at all times when using social media. Staff must report all situations

where any child is at potential risk by using relevant statutory and school child protection procedures.

- Staff should remain impartial and politically neutral and must maintain the reputation of the school, its staff, its pupils, its parents, its governors, its wider community and their employers when posting on the site.
- School staff must follow their school data protection responsibilities when using social media and must understand that social media offers no guarantee of privacy and that any content they produce can be shared more widely by others once posted. A member of staff's professional reputation or the reputation of the school could be damaged by content, perhaps which was intended to be private. It is advised to use a "closed" account to facilitate contact.
- Staff must raise all doubts, questions and concerns related to social media with school leaders and must seek advice if they are not sure if any particular use of social media (or a related action) is appropriate or would potentially breach this policy.
- Close accounts that are no longer needed

  More information can be found around using social media by following HWB link
  https://hwb.gov.wales/zones/keeping-safe-online/resources/a-practitioner-s-guide-to-using-social-media

Don't:

- Staff must not engage in personal social media with any child with whom they solely have, or have had, a staff/pupil relationship. This includes ex-pupils until they reach the age of 18. Staff should not accept "friend requests" from pupils or ex-pupils or parents.
- Photographs, videos, or any images of pupils should not be published on social media platforms without prior permission of parents/carers/guardians or referring to the headteacher due to some children being in care or LAC or outlining they do not wish to appear in any school publications.
- Staff must not breach school confidentiality or reveal private or confidential school matters or personal information about anyone at the school

When using social media in staff's personal life

- Staff must take all reasonable steps to ensure the proper separation of their professional and personal accounts
- Staff are strongly advised to ensure that they set up and regularly review an apps privacy settings, this is an effective way to control who can and cannot contact or "follow" you , and who can see what you post about your personal life.

5. **LEGISLATION & KEY REFERENCE DOCUMENTS**
   (Please note this list is not exhaustive)

   The School will abide by all relevant UK legislation and the following policies and procedures:

   - UK GDPR (General Data Protection Regulation)
   - The Data Protection Act (2018)
   - The Copyright, Designs and Patents Act (1988)

- The Computer Misuse Act (1990) / (2011)
- The Health and Safety at Work Act (1974)
- Human Rights Act (1998)
- Regulation of Investigatory Powers Act 2000
- Freedom of Information Act 2000
- Environmental Information Regulations 2004
- Social Services & Well-being (Wales) Act 2014
- Children Act 2004 / 2019
- Equality Act 2010
- Crime and Disorder Act 1998
- Privacy and Electronic Communications (EC Directive) Regulations 2003.(amended 2019)PECR
- Welsh Language Standards

TCBC POLICIES –
- Data Protection Policy
- Acceptable Use Policy
- Information Security Policy
- Retention Policy
- Information Secure Destruction Policy
- Requests for Information Policy
- Clear Desk Policy
- Dignity at Work Policy
- Password Policy

TCBC PROCEDURES
- Data Protection Procedures
- Requests for Information Procedures
- Password Construction Procedures
- Retention Schedule
- Acceptable Use Procedures
- Code of Conduct for Employees

6. **MONITORING AND REVIEW**

This Policy will be subject to review when any of the following conditions are met:

- Content errors or omissions are highlighted.
- Where another standard/guidance issued conflicts with the information in this policy.
- An initial 1-year review from policy implementation and on a 3- yearly basis from the current version approval date.

7. **COMPLIANCE**

Failure to comply with this policy could result in disciplinary action and investigated under the School Disciplinary Rules and Procedures resulting in termination of employment and in serious cases individuals being prosecuted under the UK General Data Protection Regulation.

8. ANNEX A

SOCIAL MEDIA SITE APPROVAL FORM			
SCHOOL DEPT	George Street Primary School		
PURPOSE OF SETTING UP SOCIAL MEDIA SITE			
DESCRIBE WHY YOU WISH TO SET UP THIS SITE	To publish our Vlogs which explore and celebrates our school setting.		
WHAT WILL THIS SITE ACHIEVE	To broaden our reach of current parents and encourage new parents to register their children at our school.		
WHO IS THIS SITE AIMED AT	Parents		
WILL THE ACCOUNT BE OPEN OR PRIVATE	OPEN		
WHO WILL CONTRIBUTE TO THIS SITE	Chair of Governors -Dan James/ Headteacher/ DCF lead/ SSSO		
ARE ANY PUPILS EXEMPT FROM APPEARING	As per SIMS log information		
HAVE YOU CHECKED CONSENT FOR PHOTOS/VIDEO TO BE ADDED	As per SIMS log information		
AUTHOR	Amanda Price		
MODERATOR	Gavin Edwards		
HEADTEACHER APPROVAL	Keri Manley	DATE 04.11.2025	