St Giles CE Primary School

Parental Social Media Policy

Introduction

At St Giles CE Primary School, we recognise that social media is an important means of communication and community engagement. We value the positive relationships we have with parents and carers and ask that all members of our school community use social media responsibly, respectfully, and in a manner that reflects our Christian values of respect, kindness, honesty, and dignity.

This policy aims to protect pupils, staff, parents, governors, and the reputation of the school while promoting positive online interactions.

Purpose

The purpose of this policy is to:

- Promote respectful communication between all members of the school community.
- Protect pupils and staff from online harassment, bullying, or abuse.
- Safeguard confidential information.
- Ensure concerns are raised through appropriate school channels.
- Maintain the reputation of the school and its community.

Scope

This policy applies to all parents, carers, family members, and others acting on behalf of pupils at St Giles CE Primary School.

It applies to:

- Social networking sites (e.g. Facebook, Instagram, TikTok, X, Snapchat).
- Messaging platforms (e.g. WhatsApp, Messenger)
- Community forums and local discussion groups.
- Personal blogs, websites, and online publications.

Expectations for Parents and Carers

Parents and carers are expected to:

Be Respectful

- Treat all members of the school community with courtesy and respect.
- Consider whether comments made online reflect the school's Christian values.
- Communicate concerns in a constructive and appropriate manner.

Use Appropriate Channels

- Raise concerns directly with the school rather than discussing issues publicly on social media.
- Follow the school's complaints procedure where necessary.
- Contact the class teacher, senior leader, or Headteacher regarding concerns affecting their child.

Protect Privacy

- Respect the privacy of pupils, families, and staff.
- Avoid sharing confidential information about the school or individuals.
- Obtain permission before posting photographs or videos of other children.

Think Before Posting

- Consider how posts may affect others.
- Ensure information shared is accurate and factual.
- Avoid speculation, rumours, or unverified claims.

Unacceptable Use

The following behaviours are unacceptable and may result in action being taken by the school:

Parents must not:

- Post comments that are abusive, threatening, discriminatory, defamatory, or offensive.
- Name, criticise, or target pupils, parents, governors, volunteers, or members of staff online.
- Publish photographs, videos, or recordings of staff without their consent.
- Share confidential or sensitive information relating to pupils, families, or school personnel.
- Organise or encourage online campaigns intended to damage the school's reputation.

- Use social media to intimidate, harass, or bully any member of the school community.
- Make false allegations against staff, volunteers, governors, or pupils.
- Create anonymous accounts to discuss school matters.

Use of WhatsApp and Parent Groups

The school recognises that parent WhatsApp groups can be useful for sharing information.

Parents are encouraged to:

- Keep discussions supportive and respectful.
- Share factual information only.
- Contact school directly regarding concerns about pupils, staff, or school decisions.

Parents should not:

- Discuss individual children, families, or members of staff.
- Share rumours or unverified information.
- Use group chats to criticise or undermine school staff.
- Circulate photographs or videos without permission.

Photographs and Videos

Parents and carers attending school events may take photographs or videos of their own child where permitted.

However:

- Images containing other children should not be shared publicly without consent.
- Images or recordings of staff should not be posted online without permission.
- School performances and events may be subject to additional photography guidance.

Safeguarding

The welfare of children is paramount.

Any social media activity that:

- Places a child at risk,
- Constitutes online bullying,
- Harassment,
- Hate-related behaviour,

- Threatening conduct, or
- Raises safeguarding concerns

may be referred to relevant agencies, including the Local Authority, Children's Services, or the Police where appropriate.

School Social Media Accounts

Official school information will only be published through approved school communication channels, including:

- School website
- School newsletters
- School communication apps
- Official school social media accounts

Parents should not rely on unofficial social media groups for important school information.

Breaches of this Policy

Where a parent or carer fails to follow this policy, the school may:

1. Request the removal of inappropriate content.
2. Contact the parent directly to discuss concerns.
3. Restrict communication to formal channels.
4. Issue a warning regarding conduct.
5. Report abusive content to the social media platform.
6. Seek advice from Walsall Council Legal Services
7. In serious cases, involve the Police / pursue legal remedies.

The school reserves the right to take appropriate action where online behaviour undermines the safety, wellbeing, or reputation of pupils, staff, or the wider school community.

Partnership Working

St Giles CE Primary School believes that strong partnerships between home and school are essential for children's success and wellbeing. By working together respectfully online and offline, we can create a positive, safe, and supportive community where all children flourish.

Policy Review

Approved by: Governing Board
School: St Giles CE Primary School
Reviewed: 12.11.26
Next Review Date: 30.11.28