

RAVENSCOTE JUNIOR SCHOOL

Social Media Policy

2026 - 2027



Date of Approval		Date of Review	
September 2026		September 2027	
Signed	Amy Wells Headteacher	Signed	Emily Gibson Chair of Governors



Ravenscote Junior School

Social Media Policy

Introduction to the Policy

In this policy, social media is considered to include all technologies, websites, online platforms, other digital services and internet based applications which allow users to communicate, create, share, view or exchange content or interact with others. This includes, but is not limited to, social networking sites, messaging and group messaging services, gaming and livestreaming platforms, forums, blogs and services which use artificial intelligence (AI) to create, alter or share content.

The school recognises the numerous benefits and opportunities that social media and digital technologies can offer for communication, learning and engagement with the wider school community. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying, online abuse, harassment, discrimination, privacy, data protection, reputation and professional boundaries.

Ravenscote Junior School is committed to promoting the safe, responsible and appropriate use of social media and digital technologies. Safeguarding and promoting the welfare of children remains central to all decisions regarding their use.

Purpose

The purpose of this policy is to ensure:

- Encourage safe, respectful use of social media among our school community
- Safeguard and promote the welfare of children;
- Protect the reputation of the school and the wellbeing of our community
- That our users are able to clearly distinguish where information provided via social networking applications is legitimately representative of the school.
- Set guidelines and rules on the use of school's social media channels
- Establish clear expectations for the way members of the school community engage with each other online
- Support the school's policies on data protection, online safety and safeguarding

Scope

This policy is subject to the school's code of conduct and acceptable use agreements.

This policy:

- Applies to all members of the school community, including staff, governors, volunteers, contractors and other adults working on behalf of or representing the school and to all online communications which directly or indirectly, represent the school.
- Applies to such online communications posted at any time and from anywhere.
- Encourages the safe and responsible use of social media through training and education.
- Defines the monitoring of public social media activity pertaining to the school.

Applies to all staff regardless of whether the social media is accessed using:

- School IT facilities and equipment



- Equipment belonging to members of staff and pupils
- Any other IT/Internet-enabled equipment

The school respects privacy and understands that staff and children may use social media forums in their private lives. However, where personal online activity raises safeguarding concerns, breaches professional boundaries or school policies, involves unlawful or discriminatory behaviour, or has the potential to bring the school or profession into serious disrepute, it may be addressed under the appropriate school procedures.

Professional communications are those made through official channels, posted on a school account or using the school name or where an individual is communicating on behalf of Ravenscote Junior School. All professional communications are within the scope of this policy.

Personal communications are those made via a personal social media or digital account. Staff remain responsible for ensuring that their personal use of social media does not compromise safeguarding, professional boundaries, confidentiality or their obligations under the school's policies and Code of Conduct.

Staff must not use personal accounts to communicate with pupils or to conduct school business unless this has been explicitly authorised through an appropriate school arrangement.

Staff must not use personal accounts to share confidential, personal or identifying information about pupils, families, colleagues or other members of the school community.

Staff are required to read, understand and comply with this social media policy and to maintain appropriate professional standards and boundaries when using social media and digital technologies.

All members of the school should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. Everyone must also operate in line with the school's equalities, harassment, child protection, safer recruitment, and online safety and ICT acceptable use policies.

Use of Social Media platforms in work time

Use of social media platforms in work time for personal use only is not permitted, unless permission has been given by the Head teacher.

Staff must follow the school's arrangements regarding the use of personal mobile phones and smart technology during the school day.

Personal devices must not be used to photograph, record or store images, videos or personal information relating to pupils unless this has been specifically authorised and is in accordance with the school's safeguarding and data protection procedures.

Social Media platforms:

School Accounts

- The school's official social media accounts will be managed by authorised members of staff.
- School social media passwords not shared with any unauthorised members of persons
- Staff will ensure any posts are positive in nature and relevant to pupils, the work of staff, the school or any achievements and consistent with the school's values and professional standards.



- Official school accounts must not be used to share confidential, sensitive or personal information about pupils, families or staff.
- Images, videos or other identifiable information about pupils will not be posted on the school accounts or websites.
- Any use of AI-generated or digitally altered content must be lawful, appropriate and clearly considered in relation to safeguarding, accuracy, privacy, consent, copyright and the potential for misleading or harmful content.

Personal Accounts

- Must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages. This includes but is not limited to material of an illegal, sexual or offensive nature that may bring the school into disrepute.
- Must not be used in an abusive or hateful manner, involve bullying, harassment, discrimination, hate speech or other abusive behaviour.
- Must not compromise the safety or welfare of children.
- Must not be used for actions that would put school representatives in breach of school codes of conduct or policies relating to staff.
- Must not breach professional boundaries or the school's Staff Code of Conduct or other relevant policies.
- Must not be used to discuss or advise any matters relating to school matters, staff, pupils or parents.
- No staff member should interact with a child or former child who attended the school under the age of 18.
- References should not be made to any staff member, child of the school, parent or school activity /event unless prior permission has been obtained and agreed with the Head Teacher
- Must not be used to discuss confidential matters relating to pupils, families, colleagues or school business.
- Staff should be aware that if their out-of-work activity causes potential embarrassment for the employer or detrimentally effects the employer's reputation then the employer is entitled to take disciplinary action.

Breaches of this policy will be considered in accordance with the school's disciplinary procedures and the nature and seriousness of the concern.

Serious breaches, particularly those involving safeguarding concerns, unlawful behaviour, serious breaches of confidentiality or inappropriate professional boundaries, may result in disciplinary action, up to and including dismissal.

Guidance/protection for staff on using social media:

- No member of staff should interact with any child in the school on social media-platforms
- No member of staff should interact with any children who previously attended the school or are currently in the school on social media platforms who is under the age of 18
- Where family and friends have pupils in school and there are legitimate family links, please inform the head teacher in writing. This applies specifically to interactions with children.
- Adults may misrepresent their age or identity online, including by posing as a child or young person. Where this is used to deceive, groom, exploit or sexually abuse a child, it is a significant



safeguarding concern and may constitute criminal behaviour. Any such concerns must be reported to the DSL/Headteacher and, where appropriate, the police.

- If you have any evidence of adults using social media platforms in the working day, please contact the headteacher (Mrs Amy Wells) if you have a low-level concern.

Guidance for pupils on using social media:

- Children should not have their own social media accounts where the platform's minimum age is 13. Children should not be encouraged or permitted to circumvent age restrictions.
- Children must not access social media platforms using school devices or networks during the school day, unless specifically authorised for an educational purpose by a member of staff.
- No child should attempt to interact with a member of staff, either past or present, on social media platforms. If a child attempts to do so, the member of staff is to inform the Head teacher. Parents will be informed if this happens
- No school computers are to be used to access social media platforms at any time of day.
- School computers, tablets and other devices must not be used to access social media platforms unless this has been specifically authorised for an educational purpose. Appropriate filtering and monitoring arrangements will be in place.
- Children must not attempt to circumvent or disable the school's filtering, monitoring or other ICT security arrangements. Any attempt to do so will be investigated and may result in restrictions on access to school ICT equipment, in accordance with the school's behaviour and acceptable use procedures.
- Please report any improper contact or cyber bullying to your class teacher in confidence as soon as it happens.
- The school will respond promptly to concerns about cyberbullying, online abuse, harmful sexual behaviour, grooming and other forms of online harm. Such behaviour will not be tolerated and will be dealt with in accordance with the school's safeguarding and behaviour procedures.
- Children should be reminded that online content can be copied, shared and retained, and that they should seek help from a trusted adult if they are worried about anything they see, receive or are asked to do online.

Cyber Bullying

Ravenscote Junior School recognises that bullying and other harmful behaviour can take place online as well as face-to-face.

Online behaviour which causes harm to a pupil, affects their wellbeing, creates an unsafe environment or has an impact on school life may be addressed by the school, regardless of where or when the behaviour took place.

This may include behaviour occurring through social media, messaging services, gaming platforms, livestreaming services or other digital technologies.

Cyberbullying and harmful online behaviour may include, but is not limited to:

- abusive or threatening messages;
- repeated unwanted contact;
- sharing images, videos or personal information without permission;
- exclusion or deliberate targeting through online groups;



- impersonation or fake accounts;
- discriminatory, racist, sexist, homophobic, biphobic, transphobic, faith-based or disability-related abuse;
- sharing or creating harmful or humiliating content;
- sexual harassment or other forms of child-on-child abuse;
- coercion, blackmail or exploitation; and
- the creation or sharing of digitally altered, manipulated or AI-generated images or content designed to cause harm.

The school will consider each report of online bullying or harmful online behaviour on an individual basis. In determining an appropriate response, the school will consider:

- the impact on the child or children involved;
- whether the behaviour involves pupils from the school;
- whether there are safeguarding concerns;
- whether the behaviour is part of a wider pattern;
- whether the behaviour may constitute a criminal offence;
- whether external agencies should be involved; and
- what action is necessary to safeguard and support those involved.

Concerns will be responded to in accordance with the school's Behaviour Policy, Anti-Bullying Policy and Child Protection and Safeguarding Policy. Where behaviour raises a safeguarding concern, the school's safeguarding procedures will take precedence.

The school will work with pupils, parents/carers and, where appropriate, other agencies to respond to concerns. The school's response will focus on safeguarding, supporting those affected, addressing harmful behaviour and preventing further harm.

Monitoring:

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to, social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

Any monitoring will be carried out in accordance with relevant legislation, data protection requirements and the school's policies and procedures

The implementation of this policy will be reviewed annually or sooner where changes to legislation, statutory guidance, technology or safeguarding practice require this.

The school will ensure that the policy continues to reflect current safeguarding, online safety, data protection and statutory requirements.

