



First Tower School

Social Media Policy

2025/2026

Reviewed	Sept 2025
Next review	Sept 2026

Social Media Policy

Expectations

The expectations' regarding safe and responsible use of social media applies to all members of the First Tower School community.

The term social media may include (but is not limited to): blogs; wikis; social networking sites; forums; bulletin boards; online gaming; apps; video/photo sharing sites; chatrooms and instant messenger.

All members of the First Tower School community are expected to engage in social media in a positive, safe and responsible manner.

All members of the First Tower School community are advised not to publish specific and detailed private thoughts, concerns, pictures or messages on any social media services, especially content that may be considered threatening, hurtful or defamatory to others.

Concerns regarding the online conduct of any member of the First Tower School community on social media, should be reported to a DSL or the online safety lead and will be managed in accordance with our anti-bullying, allegations against staff, behaviour and child protection policies.

Staff Personal Use of Social Media

The safe and responsible use of social networking, social media and personal publishing sites will be discussed with all members of staff as part of staff induction and will be revisited and communicated via regular staff training opportunities. Safe and professional behaviour will be outlined for all members of staff (including volunteers) as part of our code of conduct/behaviour policy as part of acceptable use policy.

Reputation

All members of staff are advised that their online conduct on social media can have an impact on their role and reputation within the setting.

Civil, legal or disciplinary action may be taken if staff are found to bring the profession or institution into disrepute, or if something is felt to have undermined confidence in their professional abilities.

All members of staff are advised to safeguard themselves and their privacy when using social media sites. Advice will be provided to staff via staff training and by sharing appropriate guidance and resources on a regular basis.

This will include (but is not limited to):

- Setting the privacy levels of their personal sites.
- Being aware of location sharing services.
- Opting out of public listings on social networking sites.
- Logging out of accounts after use.
- Keeping passwords safe and confidential.
- Ensuring staff do not represent their personal views as that of the school.

Members of staff are encouraged not to identify themselves as employees of First Tower School on their personal social networking accounts; this is to prevent information on these sites from being linked with the school, and to safeguard the privacy of staff members.

All members of staff are encouraged to carefully consider the information, including text and images, they share and post online and to ensure that their social media use is compatible with their professional role and is in accordance our policies and the wider professional and legal framework.

Information and content that staff members have access to as part of their employment, including photos and personal information about students and their family members or colleagues will not be shared or discussed on social media sites.

Members of staff will notify the Senior Leadership Team immediately if they consider that any content shared on social media sites conflicts with their role.

Communicating with students and parents and carers

Staff must not give their personal contact details to parents/carers or children, including connecting through social media and messaging apps. Staff must avoid publicising their contact details on any social media platform or website, to avoid unwanted contact by parents/carers or children. We recognise that some staff may be ‘friends’ with members of our school community before starting to work at First Tower Primary School or have become ‘friends’ as they live in the same community. If this is the case, staff must ensure that they continue to support the aims and values of the school and that all school information is treated with the upmost confidentiality. Staff should follow the school’s Social Media Policy at all times. All members of staff are advised not to add as ‘friends’ any current or past students or their family members via any personal social media sites, applications or profiles.

Any pre-existing relationships or exceptions that may compromise this, should be discussed with the DSL and/or the headteacher.

Staff will not use personal social media accounts to contact students or parents, nor should any contact be accepted, except in extenuating circumstance whereby prior approval has been given by the headteacher/SLT.

Any communication from students and parents received on personal social media accounts will be reported to the DSL (or deputies).

Students Personal Use of Social Media

Safe and appropriate use of social media will be taught to students as part of an embedded and progressive education approach, via age-appropriate sites and resources. We are aware that many popular social media sites state that they are not for children under the age of 13, therefore we will not create accounts specifically for students under this age. Any concerns regarding students' use of social media will be dealt with in accordance with existing policies, including anti-bullying, behaviour and Acceptable Use Policies. Concerns will be shared with parents/carers as appropriate, particularly when concerning underage use of social media sites, games or tools and the sharing of inappropriate images or messages that may be considered threatening, hurtful or defamatory to others.

Students will be advised:

- To consider the benefits and risks of sharing personal details on social media sites which could identify them and/or their location.
- To only approve and invite known friends on social media sites and to deny access to others by making profiles private.
- Not to meet any online friends without a parent/carer or other responsible adult's permission and only when a trusted adult is present.
- To use safe passwords.
- To use social media sites which are appropriate for their age and abilities.
- How to block and report unwanted communications.
- How to report concerns both within the setting and externally.
- To remove a social media conversation thread if they are the administrator of such a thread that may have been used in an inappropriate way such as with threatening, hurtful or defamatory content.

Official Use of Social Media

First Tower School official social media channel is a Facebook page. The official use of social media sites only takes place with clear educational or community engagement objectives, with specific intended outcomes. Official social media channels have been set up as distinct and dedicated social media sites or accounts for educational or engagement purposes only. Public communications on behalf of the setting will, **where appropriate and possible**, be read and agreed by at least one other colleague. Official social media use will be conducted in line with existing policies, including: antibullying, image/camera use, data protection, confidentiality, and child protection. All communication on official social media platforms will be clear, transparent and open to scrutiny. Parents/carers and students will be informed of any official social media use, along with expectations for safe use and action taken to safeguard the community.

- Only social media tools which have been risk assessed and approved as suitable for educational purposes will be used.
- Parents and carers will be informed of any official social media use with students; written parental consent will be obtained, as required.
- We will ensure that any official social media use does not exclude members of the community who are unable or unwilling to use social media channels.

Staff expectations

If members of staff are participating in online social media activity as part of their capacity as an employee of the setting, they will:

- Sign our social media acceptable use policy.
- Always be professional and aware they are an ambassador for the setting.
- Disclose their official role but make it clear that they do not necessarily speak on behalf of the setting.
- Always be responsible, credible, fair and honest, and consider how the information being published could be perceived or shared.
- Always act within the legal frameworks they would adhere to within the workplace, including: libel, defamation, confidentiality, copyright, data protection and equalities laws.
- Ensure that they have appropriate consent before sharing images on the official social media channel.
- Not disclose information, make commitments or engage in activities on behalf of the setting, unless they are authorised to do so.
- Not engage with any direct or private messaging with current, or past, students, parents and carers.
- Inform their line manager, the DSL (or deputies) and/or the headteacher of any concerns, such as criticism, inappropriate content or contact from students.

Social Media Policy – Staff Declaration

Please sign and return to Kathryn Mahrer – (Online Safety Lead, Deputy DSL)

I, _____<insert name>_____ have read and am familiar with the contents of the Social Media Policy and understand my role and responsibilities as set out in the document(s):

I am aware that the Online Safety Lead is Mrs Kathryn Mahrer and I can discuss any concerns that I may have with them.

Signed _____

Date _____