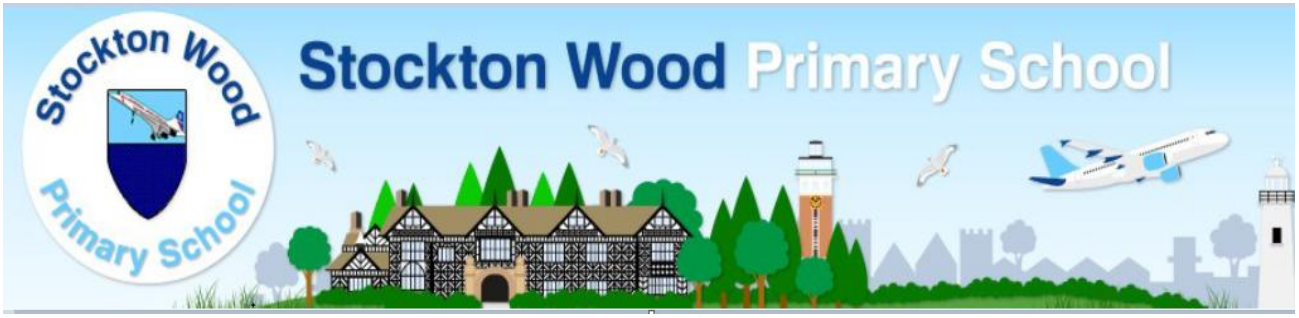


Stockton Wood Primary School

Social Media Acceptable Use Policy 2026-28

Approved by:	[Headteacher]	**Date:** Nov 2026
Last reviewed on:	Nov 2026	
Next review due by:	Sept 2028	

Social Media Policy

Social media (e.g. Facebook, X, Instagram, LinkedIn) is a broad term for any kind of online platform which enables people to directly interact with each other. However, some games, for example Minecraft or World of Warcraft and video sharing platforms such as You Tube have social media elements to them.

Stockton Wood Primary recognises the numerous benefits and opportunities which a social media presence offers. Staff, parents/carers and pupils are actively encouraged to find creative ways to use social media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media by Stockton Wood Primary, its staff, parents, carers and children.

Scope

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

This policy:

- Applies to all staff 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.

The school respects privacy and understands that staff and pupils may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

Professional communications are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

Personal communications are those made via personal social media accounts. In all cases, personal accounts must not associate itself with, or impact on, the school. Such personal communications are within the scope of this policy. Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

Roles and Responsibilities

- **Senior Leaders**
    - Facilitating training and guidance on Social Media use.
    - Developing and implementing the Social Media policy.
    - Taking a lead role in investigating any reported incidents.
    - Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required.
- **Staff**
    - Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies.
    - Attending appropriate training.

Behaviour

- The school requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.

- Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff. School social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.
- The use of social media by staff while at work may be monitored, in line with school policies.
- The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.

Legal considerations

- Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.
- Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

Handling abuse

- If a conversation turns and becomes offensive or unacceptable, school users should block, report or delete other users or their comments/posts and should inform the audience exactly why the action was taken.
- If you feel that you or someone else is subject to abuse by colleagues through use of a social networking site, then this action must be reported using the agreed school protocols.

Tone

The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:

- Engaging
- Conversational
- Informative

Use of images

School use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to.

- Permission to use any photos or video recordings should be sought in line with the school's digital and video images policy. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.
- Under no circumstances should staff share or upload pupil pictures online other than via school owned social media accounts.
- Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts.

Personal use

- **Staff**
    - Personal communications are those made via a personal social media accounts. In all cases, personal accounts must not associate itself with the school or impact on the school. Such personal communications are within the scope of this policy.
- **Pupil**
    - Staff are not permitted to follow or engage with current or prior pupils of the school on any personal social media network accounts.
    - The school's curriculum provision should enable the pupils to be safe and responsible users of social media.
    - Any offensive or inappropriate comments will be resolved by the use of the school's behaviour policy.

- **Parents/Carers**
    - If parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use.
    - In the event of any offensive or inappropriate comments being made on a social media platform by parents/carers, the school will ask the parent/carer to remove the post and invite them to discuss the issues in person.

Monitoring posts about the school

- As part of active social media engagement, it is considered good practice to pro-actively monitor the Internet for public postings about the school.
- The school should effectively respond to social media comments made by others according to a defined policy or process.

AI-Enabled Wearable Technology

- The school recognises that advances in technology have led to the development of AI-enabled wearable devices, including smart glasses capable of recording audio, capturing images or video, transcribing conversations and accessing online information.
- All users of the school's technology and network must ensure that AI-enabled wearable devices are used responsibly and in accordance with safeguarding, confidentiality, data protection and online safety requirements. The use of such devices to record, photograph, livestream, transcribe or otherwise capture information relating to pupils, staff, parents, visitors or school activities without explicit permission is strictly prohibited.
- Users must not use AI-enabled wearable technology to access, store, process or share personal information, confidential school information or images of members of the school community without appropriate authorisation. Any misuse of AI-enabled devices may result in disciplinary action, restriction of access to school systems and, where appropriate, referral to external agencies.
- This requirement applies to staff, pupils, governors, volunteers, contractors and visitors whilst on school premises or when engaged in school-related activities.

Appendix

Managing your personal use of social media:

- “Nothing” on social media is truly private.
- Social media can blur the lines between your professional and private life. Don’t use the school logo and/or branding on personal accounts.
- Check your settings regularly and test your privacy.
- Keep an eye on your digital footprint.
- Keep your personal information private.
- Regularly review your connections – keep them to those you want to be connected to.
- When posting online consider: Scale, Audience and Permanency of what you post.
- Take control of your images – do you want to be tagged in an image? What would children or parents say about you if they could see your images?
- Know how to report a problem.

Managing school social media accounts:

The Do’s

- Check with a senior leader before publishing content that may have controversial implications for the school.
- Make it clear who is posting content.

- Use an appropriate and professional tone.
- Be respectful to all parties.
- Ensure you have permission to 'share' other peoples' materials and acknowledge the author.
- Think before responding to comments and, when in doubt, get a second opinion.
- Seek advice and report any mistakes using the school's reporting process.

The Don'ts

- Don't make comments, post content or link to materials that will bring the school into disrepute.
- Don't publish confidential or commercially sensitive material.
- Don't breach copyright, data protection or other relevant legislation.
- Consider the appropriateness of content for any audience of school accounts, and don't link to, embed or add potentially inappropriate content.
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content.
- Don't use social media to air grievances.