

Crawshawbooth Primary School

Social Media and Use of Digital Platforms Policy

February 2026

Mr Willan

Crawshawbooth Primary School

Social Media and Use of Digital Platforms Policy

1. Introduction and Purpose

Crawshawbooth Primary School recognises the importance of social media and digital platforms as tools to enhance communication, engagement, and learning. This policy sets out clear guidelines for the responsible use of social media by all members of the school community, ensuring alignment with UK legislation and best practice in educational settings. It supports our vision of **Respect, Resilience, and Curiosity** by promoting safe, respectful, and purposeful use of digital communication.

2. Scope

This policy applies to:

- All staff (including teaching, support, administrative, and leadership teams)
- Pupils
- Parents, carers, and guardians
- Governors and volunteers
- Any third parties acting on behalf of the school

It covers all social media platforms and digital communication tools used for school purposes, including but not limited to Facebook, X, Instagram, TikTok, YouTube, and school-managed websites or apps.

3. Legal and Regulatory Framework

This policy complies with:

- The UK Data Protection Act 2018 and UK GDPR
- The Children's Online Privacy Protection Act (COPPA) principles as applicable
- The UK Government's Keeping Children Safe in Education (KCSIE) statutory guidance
- The Equality Act 2010
- The Education Act 2002 (and subsequent amendments relating to safeguarding and pupil welfare)
- The Ofsted Inspection Framework (2025) with focus on safeguarding and personal development
- The UK Safer Internet Centre guidelines

4. Roles and Responsibilities

4.1 School Leadership Team

- Ensure policy implementation, monitoring, and review
- Provide training and resources for safe social media use
- Monitor social media accounts linked to the school
- Respond to incidents or breaches promptly and appropriately

4.2 Staff

- Use social media responsibly in professional and personal capacities
- Obtain consent before sharing images or information about pupils
- Report any safeguarding concerns related to social media use
- Support pupils in understanding safe and respectful online behaviour

4.3 Pupils

- Use social media responsibly and respectfully, following school guidance
- Report any concerns or inappropriate content to trusted adults
- Understand the consequences of misuse

4.4 Parents and Carers

- Support the school's social media guidelines at home
- Provide consent for images or videos of their children to be shared online
- Use school social media channels for positive communication and engagement

4.5 Governors

- Oversee the policy's effectiveness and compliance
- Support leadership in safeguarding and digital strategy decisions

5. Acceptable Use and Conduct

5.1 For Staff

- Maintain professional boundaries online
- Do not share personal contact details with pupils or parents via social media
- Use school-managed accounts for all school-related communications
- Avoid posting content that could harm the school's reputation or breach confidentiality

5.2 For Pupils

- Use school devices and accounts only for educational purposes
- Do not share personal information or images without permission
- Respect others' privacy and opinions online
- Follow the school's behaviour code in all digital interactions

5.3 For Parents and Carers

- Communicate respectfully and constructively via social media
- Do not post images or information about other pupils without consent
- Report concerns about social media conduct to the school promptly

6. Use of Images and Videos

- Obtain written parental consent before posting images or videos of pupils online
- Store images and videos securely with restricted access (e.g., Sharepoint folders organised by year/class)
- Ensure all shared content reflects the school's values and safeguarding standards
- Remove or take down content promptly if concerns arise

7. Implementation and Monitoring

- Regularly update social media accounts with positive content showcasing school life, events, and pupil achievements
- Use campaigns to promote school vision and values with measurable outcomes (followers, shares, engagement)
- Monitor social media for inappropriate content or behaviour and act swiftly
- Provide ongoing training for staff and pupils on social media use and online safety

8. Managing Risks and Incidents

- Clear procedures for reporting and managing online bullying, harassment, or safeguarding concerns
- Prompt investigation of breaches of this policy
- Communication plan for informing parents and stakeholders if serious incidents occur
- Support for pupils or staff affected by online incidents

9. Policy Review

- This policy will be reviewed annually or sooner if legislation or school circumstances change
- Stakeholders including staff, governors, parents, and pupils will be consulted during review
- Training and communication will accompany policy updates

10. Related Procedures and Documents

- Safeguarding and Child Protection Policy
- Data Protection and Privacy Policy
- Staff Code of Conduct
- Online Safety and Acceptable Use Policy
- Behaviour Policy

This policy supports Crawshawbooth Primary School's commitment to providing a safe, inclusive, and forward-thinking educational environment aligned with the latest OFSTED framework and UK legislation. This policy was reviewed February 2026.