



Social Media Policy

Calcot Infants and Junior Schools

1. Document Control

Adopted / Adopted and Adapted / Schools own: **Adopted and Adapted**

Review period: **Annual**

Responsible committee: **Curriculum**

Statutory: **No**

Required on website: **Yes**

Ratified by committee: **April 2026**

Review due: **April 2027**

Chair of Governors' signature: **Mrs Julia Kidd**

2. Change History

Version	Date	Amendment or No Change
1	2026 April	Created
2		
3		
4		

3. Website History

Version	Date on website
1	2026 April

Policy statement

The Calcot Schools recognises that social media plays an increasingly significant role in communication, education and daily life. Used appropriately, social media can strengthen communication with families, celebrate pupil achievement, promote school events and support wider community engagement. However, inappropriate use can place children, staff and families at risk, damage relationships and harm the reputation of the school.

This policy sets out clear expectations for the safe, responsible and professional use of social media by all members of the school community. It ensures that the use of social media protects children and young people, safeguards staff, protects personal data and promotes respectful communication.

This policy applies to all members of the school community including staff, governors, volunteers, contractors, pupils and parents/carers.

The policy applies when social media is accessed:

- on school premises
- through school devices or networks
- through personal devices
- during or outside of school hours where the use of social media may impact pupils, staff or the wider school community

All members of the school community are expected to act responsibly online and recognise that online behaviour can have real-world consequences.

Relevant legislation and guidance

This policy reflects current legislation and national guidance including:

- *DfE Keeping Children Safe in Education (KCSIE) 2025*
- *Teaching Online Safety in Schools (DfE)*
- *Working Together to Safeguard Children*
- UK GDPR and the Data Protection Act 2018
- Online Safety Act 2023
- Prevent Duty Guidance
- Behaviour in Schools guidance
- Searching, Screening and Confiscation guidance
- DfE mobile phone guidance updates (2026)

This policy should also be read alongside the school's safeguarding, behaviour, online safety, staff conduct and data protection policies.

Definition of social media

For the purposes of this policy, social media refers to websites, applications and online platforms that allow users to create, share or comment on content or communicate with others.

This includes, but is not limited to:

- Facebook
- Instagram
- TikTok
- Snapchat
- WhatsApp

- Discord
- YouTube
- X
- Threads
- gaming chat platforms
- livestreaming platforms
- forums
- messaging applications

This policy also applies to future platforms and technologies not specifically named within this document.

Use of official school social media accounts

The school uses Facebook as an official social media platforms to communicate positively with parents, carers and the wider community. This platform may be used to celebrate achievements, promote events, share curriculum activities, communicate urgent updates and advertise vacancies.

Only authorised staff members manage official school social media accounts. Passwords are stored securely and access is restricted to designated individuals.

Official school accounts are not used to discuss confidential matters, safeguarding concerns, complaints, disciplinary matters or individual pupils. Sensitive matters are dealt with through formal school communication channels.

Content shared through official accounts reflects the school's values and reputation. All posts are carefully considered to ensure that they are accurate, appropriate and respectful.

The school reserves the right to remove inappropriate comments from official pages and block users where communication becomes abusive, threatening, discriminatory or defamatory.

Use of photographs and videos

The school recognises that photographs and videos can be an effective way to celebrate pupil achievement and share school life with families.

Before any images are shared online, staff check parental consent records and ensure that no child is identified where consent has not been provided. Staff also ensure that photographs do not reveal personal information, confidential materials or location details that may place pupils at risk.

Particular care is taken when considering vulnerable pupils, safeguarding concerns or court-related restrictions.

Images of pupils are stored in accordance with the school's data protection procedures. Staff do not store pupil images on personal devices or use personal social media accounts to share school-related content.

Communication with parents and carers

Social media platforms are used for general communication, celebration and school updates only.

Individual concerns relating to pupils are managed through formal communication channels including email, telephone calls, parent meetings and approved school communication platforms such as Reach More Parents.

Social media platforms are not used to discuss confidential matters relating to individual children.

Personal use of social media by staff

The school recognises that staff have the right to use social media in their personal lives. However, staff members remain responsible for ensuring that their online conduct does not compromise professional boundaries, confidentiality or public confidence in the school.

Staff maintain appropriate professional boundaries at all times. Staff do not:

- communicate with pupils through personal social media accounts
- accept friend or follow requests from current pupils
- share confidential school information
- discuss pupils, parents, colleagues or school matters online
- post images of pupils
- use personal accounts to conduct school business
- use disappearing message platforms for school communication
- upload school data to AI platforms without authorisation

Any online conduct that raises safeguarding concerns, breaches confidentiality or damages professional standards may be managed through disciplinary procedures, safeguarding procedures, whistleblowing procedures or low-level concerns processes.

Any direct contact from current pupils through personal accounts is reported immediately to the Designated Safeguarding Lead (DSL) or a member of the senior leadership team.

Pupil use of social media

The school educates pupils about safe and responsible social media use through the computing curriculum, PSHE curriculum and wider safeguarding education.

Pupils are expected to communicate respectfully online and understand that behaviour online carries the same expectations as behaviour within school.

The school responds appropriately to concerns including:

- cyberbullying
- harassment
- threats
- sharing indecent images
- impersonation accounts
- harmful online trends
- AI-generated abuse or manipulated images (deep fakes, fake imagery)
- discriminatory language
- online exploitation risks

Serious incidents may involve safeguarding referrals, police involvement or external agency support where appropriate.

The school recognises that many social media platforms have minimum age requirements and that some pupils may access these platforms before reaching the required age.

Through online safety education, the school works with pupils and parents to promote awareness of age restrictions, online risks and safe digital habits.

Parent and carer use of social media

Safeguarding concerns

Online safeguarding concerns are treated with the same seriousness as concerns arising offline.

Any concerns involving grooming, exploitation, sextortion, online bullying, radicalisation, harmful sexual behaviour, self-harm content or illegal material are reported immediately to the Designated Safeguarding Lead.

The school follows safeguarding procedures in line with *Keeping Children Safe in Education* and works with external agencies where required.

Responding to incidents

Social media incidents can escalate quickly and require prompt action.

Where concerns arise, the school may:

- gather evidence through screenshots or records
- report harmful content to platforms
- contact parents/carers
- implement safeguarding procedures
- apply behaviour or disciplinary consequences
- involve the police
- seek legal advice where necessary

The school takes proportionate action based on the nature and seriousness of each incident.

In addition, we may seek additional advice from external agencies including:

- UK Safer Internet Centre
- Professionals Online Safety Helpline
- NSPCC
- Local Authority safeguarding teams
- Police

Training and education

The school provides regular training for staff on online safety, cyber security, professional boundaries, safeguarding responsibilities and emerging risks such as AI-generated content.

Pupils receive age-appropriate education on online safety through the curriculum.

Parents and carers are provided with guidance, resources and updates where appropriate to help them support safe social media use at home. In addition, Calcot Schools provides guidance to parents on managing children's social media use, including healthy screen habits, online friendships, reporting concerns and promoting positive digital behaviour at home.

Monitoring and review

The Headteacher and senior leadership team monitor the implementation of this policy to ensure it remains effective and reflects current legislation, technology and safeguarding risks.

This policy is reviewed annually or sooner if guidance changes by the Governors' Curriculum Committee.

Where legally permitted, the school reserves the right to monitor the use of school systems and devices in order to protect pupils, staff and the wider school community.

Related policies

This policy should be read alongside:

- Safeguarding and Child Protection Policy
- Behaviour Policy
- Online Safety Policy
- Staff Code of Conduct
- Data Protection Policy
- Home School Agreement and Acceptable Use Policy
- Mobile Phone Policy
- Complaints Policy
- Whistleblowing Policy