

St Joseph's Catholic Primary School



Our Mission Statement


We grow together in God's Love as we Pray, Learn and Play

"Dyn ni'n tyfu gyda'n gilydd mewn cariad Duw wrth i ni weddio, dysgu a chwarae"

SOCIAL MEDIA POLICY

Article 16:

You have the right to have privacy

This Policy was approved by the Governing Body on	May 2024	The first policy was drawn up and ratified by the Governing Body	Signed: 
This policy is due to be reviewed by the Governing Body	November 2025	This Policy was reviewed by the Governing Body and ratified	Signed:
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Social Media Policy for St. Joseph's RC Primary School

Introduction

Social media (e.g. Facebook, X [formerly Twitter], LinkedIn, Instagram) offers exciting opportunities for St Joseph's RC Primary School to share achievements, celebrate school life, communicate with families, and support learning. However, it must be used thoughtfully, respectfully, and responsibly to ensure it reflects our Catholic values and protects the safety and wellbeing of all.

This policy aims to encourage the safe, professional use of social media by the school, staff, learners, and parents/carers, while minimising risks to safeguarding, reputation, and conduct.

Scope

This policy:

- Applies to all staff, volunteers, governors, parents/carers and learners.
- Applies to all online communication (public or private) that directly or indirectly references the school.
- Encourages training and education to support safe social media use.
- Covers both professional and personal use of social media that could impact the school.

All users must adhere to the school's Acceptable Use Agreements and Code of Conduct.

Definitions

- **Professional communication:** Posts made via official school accounts or using the school's name/logo.
- **Personal communication:** Posts made via personal accounts. If the school is mentioned, a disclaimer must make clear that the views are personal.
- **Inappropriate personal communications:** Any posts that could negatively impact the school, its pupils, staff, or community—even if made outside school hours—are within the scope of this policy.

Organisational Control

Roles and Responsibilities

Senior Leadership Team (SLT):

- Ensure compliance with Welsh Government social media guidance.
- Approve the creation of any official school social media accounts.
- Facilitate training for staff on social media use.
- Investigate and respond to reported incidents.

Account Administrators/Moderators:

- Set up accounts once approved.
- Keep login credentials secure.
- Monitor and manage account content and engagement.
- Ensure continuity and security if staff roles change.

All Staff:

- Read and follow this policy.
- Attend relevant training.
- Maintain a professional tone in all posts.
- Use school social media accounts only for appropriate purposes.
- Never post photos/videos of learners from personal accounts.
- Use disclaimers on personal accounts if referencing the school.

Creating New Accounts

Before setting up a new school-related social media account, staff must submit a proposal to SLT, answering the following:

- What is the purpose of the account?
- Who is the intended audience?
- Who will manage and monitor it? (Minimum two trained staff members.)
- How will it be promoted?
- Will it be open, private, or closed?
- What are the procedures for escalation if something goes wrong?

Volunteers or parents/carers managing any school-affiliated account must also follow this policy and receive guidance/training.

Monitoring

- School social media accounts will be regularly monitored.
- Responses to queries or comments will be made within a reasonable time during school hours.
- Out-of-hours messages may not be answered until school reopens; this will be made clear through pinned posts.

Monitoring Posts About the School

The school will monitor online platforms for mentions of the school name and will respond to comments or posts in line with this policy and the school's complaints procedure.

Behaviour Standards

All users must:

- Use respectful, professional, and inclusive language.
- Protect confidentiality and the dignity of others.
- Avoid anonymous posts relating to school activity.
- Never use social media for personal gain or to settle grievances.

Unacceptable behaviour includes:

- Bullying or harassment.
- Sharing confidential or inappropriate content.
- Defamatory, discriminatory, or offensive comments.

Breaches will be investigated and, if necessary, escalated internally or to external authorities.

Legal Considerations

- Users must not share copyrighted material without permission.
- Users must comply with data protection and privacy laws.
- No personal information about staff, learners or families may be posted.

Managing Incidents and Abuse

- Offensive or harmful comments made on school-linked accounts will be addressed quickly and with sensitivity.
- Individuals who breach acceptable use may be blocked, with clear reasons given.
- Victims of social media abuse (staff or learners) will receive support and incidents will be handled via school procedures.

Use of Images

- Parental/carer consent is required before posting photos or videos of learners.
- Images must only be shared via official school platforms.
- Learners must be appropriately dressed and never subject to ridicule.
- Staff must immediately delete any inappropriate or compromising images taken by mistake.

Personal Use of Social Media

Staff:

- Must not post about school business on personal accounts without clear disclaimers.
- Must not accept or request friendships with current or former pupils.
- Must not post anything that could bring the school into disrepute.
- Should refer to Welsh Government guidance on personal use.

Learners:

- Are taught how to use social media safely through a whole-school approach.
- Must not post inappropriate or offensive comments about the school.
- Will be supported via the Behaviour Policy if issues arise.

Parents/Carers:

- Are encouraged to engage positively via the school's social media accounts.
- Should raise concerns through the proper school channels.
- Offensive posts will be addressed via the school's complaints procedure.

Review and Approval

This policy will be reviewed annually by the Senior Leadership Team and updated to reflect any changes in national guidance or local needs.