



REDLAND PRIMARY SCHOOL SOCIAL MEDIA CODE OF CONDUCT POLICY

Reviewed by	Christa O'Brien, Assistant Head Teacher – November 2025
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Redland Primary School Social Media Code of Conduct Policy

Statement of intent

Redland Primary School understands the benefits of using social media; however if misused, the school community can be negatively affected, such as by damaging the school's reputation. This code of conduct sets out clear procedures for how we expect pupils, staff, parents and governors to conduct themselves on social media and when using messenger apps, such as WhatsApp.

It is expected that all pupils, staff, parents and governors adhere to this policy.

1. Legal framework

- 1.1. This policy has due regard to statutory legislation, including, but not limited to, the following:
 - DfE (2023) 'Data Protection in schools'
 - The UK General Data Protection Regulation (UK GDPR)
 - Data Protection Act 2018
 - Computer Misuse Act 1990, amended by the Police and Justice Act 2006
 - Freedom of information Act 2000
 - Safeguarding Vulnerable Groups Act 2006
 - Equality Act 2010
 - DfE (2024) 'Keeping Children Safe in Education 2024'

2. E-safety and social media conduct

- 2.1. Redland Primary School expects all pupils, staff, parents and governors to behave in a civilised nature and will not tolerate any inappropriate behaviour online. For example, posting defamatory statuses/making complaints about anyone/anything linked to Redland Primary School.
- 2.2. The school has a Complaints Policy in place which should be used should any pupil, parent, governor or member of staff have any grievances.
- 2.3. It is expected that all pupils, staff, parents and governors will be made aware of their responsibilities regarding their use of social networking and their conduct online.
- 2.4. Breaches of this code of conduct will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution.
- 2.5. Staff should make any personal social media pages private.
- 2.6. Staff should make a professional judgement about whether it is appropriate to 'friend' or 'follow' parents on social media.
- 2.7. Pupils will not attempt to 'friend' or 'follow' any member of staff on social media.
- 2.8. All pupils, staff, parents and governors are instructed to not post anonymously or under an alias to evade the guidance given in this code of conduct.
- 2.9. Redland Primary School retains the right to request any damaging material to be removed from social media websites.

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3. Online messaging

- 3.1. Redland Primary School understands pupils, staff, parents and governors may use messaging apps, such as WhatsApp. However, we will not accept any inappropriate behaviour. For example:

Sending abusive messages to fellow pupils

Sending abusive messages to fellow parents

Sending abusive messages about members of staff, parents or the school

Sending abusive messages to members of staff

(This is not an exhaustive list).

- 3.2. The school appreciates the simplicity and ease of instant messaging online; keeping in contact outside of school can benefit the school community by keeping the school community closer.
- 3.3. Should any problems arise from contact over messaging apps between pupils, the school will act quickly by contacting parents directly, to stop any issues continuing.
- 3.4. Redland Primary School can request a meeting with staff, parents and governors if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.
- 3.5. The school's complaints procedure will be followed as normal if any members of the parent teacher association or governing body cause any discrepancies through their conduct whilst using online messaging.
- 3.6. The headteacher can, with the permission of the parent, view messages sent between members of the parental body in order to deal with problems quickly and effectively.
- 3.7. The headteacher can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

4. Monitoring and review

The headteacher will review this code of conduct on an annual basis and will communicate any changes to all staff, governors and parents.