John Burns Primary School

Social Media Policy

Signatory (Chair of Curriculum Committee)	
Reviewed	**June 2026**
Date of Next Review	**June 2029**

John Burns Primary School Social Media Policy

Purpose and Aims

This policy aims to:

- Set guidelines and rules on the use of school's social media channels
- Establish clear expectations for the way members of the school community engage with each other online
- Support the school's policies on data protection, online safety and safeguarding
- Staff, students and parents/carers are required to read, understand and comply with this social media policy.
- This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.
- It applies regardless of whether the social media is accessed using:
- School IT facilities and equipment
- Equipment belonging to members of staff and pupils
- Any other IT/Internet-enabled equipment

All members of the school should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. Everyone must also operate in line with the school's equalities, harassment, child protection, safer recruitment, and online safety and ICT acceptable use policies.

Definition of social media

For the purposes of this document, 'social media' is considered to include all technologies that allow individuals to communicate and share information (including photos and video). This includes group messaging services such as WhatsApp.

Details of the social media used by our school

John Burns Primary School uses X (formerly Twitter).

This policy explains the acceptable use of X relating to John Burns Primary School's X account: @JBprimaryschool. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of X in John Burns Primary School and the benefits that will arise from its proper use. It will also deal with any potential disadvantages from using this communication tool.

What is X?

X is used primarily as a method of communication made up of 140 characters called a "Tweet". Tweets reference people, places and/or activities to which the said referee can respond. "Tweeters" either directly reference another person or broadcast information to which others can reply and respond.

X users are able to "follow" or to be "followed". To follow somebody/something ensures that all of their activity and comments appear in the followers news feed. The benefit of having

followers is that the information you broadcast is instantly distributed into their news feed. Users can also private message each other when they don't want conversations to appear. @JBprimaryschool will not enter into private discussions with others.

@JBprimaryschool will be a public account searchable through the X website.

What is the purpose of @JBprimaryschool?

@JBprimaryschool will be used to showcase work and achievements of children at John Burns Primary School. It provides a means of marketing the school. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology.

Who controls the content @JBprimaryschool?

The uploading of content for @JBprimaryschool will be undertaken by the Senior Leadership Team or Administration Team at John Burns Primary School. They will be responsible for the uploading of content, secure storage of the username/password used to tweet and the posting of children's pictures only where consent has been obtained from parents.

Posting Etiquette

When tweets are made from the @JBprimaryschool X account, all tweets will be of a positive nature. Under no circumstances shall text speak be used when tweeting (gr8, lol, etc). All tweets should be grammatically correct. If a tweet does contain grammatical errors it will be removed.

Tweeting Times

John Burns Primary School will typically tweet between the hours of 8am and 6.00pm from Monday to Friday. The school may tweet at other times in order to share events after school hours, e.g. PTA events taking place after the school day or on a weekend day.

Naming of People

When tweeting, a child's full name will never be displayed. A child's first name shall not be displayed if the child's school year has also been mentioned in the tweet.

Photograph Consent

Through the issuing of Parental Consent forms, a list has been compiled of children who cannot have their photographs published on the internet (including X) by John Burns Primary School.

Who can follow @JBprimaryschool?

The John Burns Primary School presence is an "open page". This means it can be accessed by any X user without permission being given by John Burns Primary School, thus allowing anyone with an interest to follow us and respond to one of our tweets. There are no restrictions on who can follow our X account.

Who will @JBprimary follow?

In order to protect itself from inappropriate content being distributed into its news feed, @JBprimaryschool will follow tweets relating to education, philanthropic organisations and local community businesses within the London Borough of Wandsworth.

What is inappropriate content and referencing and how will it be dealt with?

@JBprimaryschool welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, John Burns Primary School deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school
- Unsuitable images or content posted into its feed
- Unsuitable images or content finding its way from another's account into the @JBprimary feed
- Images or text that infringe upon copyright
- Comments that aim to undermine the school, its staff, parents, governors, or others affiliated with the school

Any inappropriate content will be deleted and its users will be muted or blocked depending on the nature of the comment. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

Retweeting

From time to time @JBprimaryschool will be "tagged" in other tweets. The school will decide on a tweet by tweet basis as to whether or not to retweet this information from their own Twitter account. The retweeting of tweets from other organisations shall be undertaken by the John Burns Primary School Administration Team.

Personal Use of Social Media by Staff

The school expects all staff (including governors and volunteers) to consider the safety of pupils and the risks (reputational and financial) to the school when using social media channels, including when doing so in a personal capacity. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff members will report any safeguarding issues they become aware of.
When using social media, staff **must not**:

- Use personal accounts to conduct school business

- Accept 'friend requests' from, or communicate with, pupils past or present
- Complain about the school, individual pupils, colleagues or parents/carers
- Reference or share information about individual pupils, colleagues or parents/carers
- Post images of pupils
- Express personal views or opinions that could be interpreted as those of the school
- Link their social media profile to their work email account

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff Code of Conduct policy.

Any communication received from current pupils (unless they are family members) on any personal social media accounts will be reported to the designated safeguarding lead (DSL) or member of the senior leadership team immediately.

Staff should not also do not have contact via personal accounts with past pupils.

Personal use of social media by pupils

The school encourages pupils to

- Be respectful to members of staff, and the school, at all times
- Be respectful to other pupils and parents/carers
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Pupils **should not** use social media to:

- Complain about individual members of staff
- Complain about the school
- Make inappropriate comments about members of staff, other pupils or parents/carers
- Post images of other pupils without their permission

Any concerns about a pupil's social media use will be dealt with in line with the school's behaviour policy.

Personal use of social media by parents/carers

The school expects parents/carers to help us model safe, responsible and appropriate social media use for our pupils.

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- Be respectful towards, and about, members of staff and the school at all times
- Be respectful of, and about, other parents/carers and other pupils and children
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Parents/carers **should not** use social media to:

- Complain about individual members of staff, other parents/carers or pupils

- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers or pupils
- Draw attention to, or discuss, behaviour incidents
- Post images of children other than their own

Monitoring and review

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

The headteacher will monitor the implementation of this policy, including making sure that it is updated to reflect the needs and circumstances of the school.

This policy will be reviewed every year.

The governing board is responsible for approving this policy.

Related policies

- Acceptable use agreement (pupils)
- Anti-Bullying Policy
- Behaviour Policy
- Computing Policy
- Data Protection Policy
- Expected Behaviour of Parents and Carers and Visitors Policy
- Online Safety Policy
- Pupil Use of Mobile Phones and Smart Technology Policy
- Safeguarding Policy
- Staff Code of Conduct