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1. Purpose and scope This policy aims to: Set guidelines and rules on the use of social media channels Establish clear expectations for the way members of the community engage with each other online Support the 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: IT facilities and equipment Equipment belonging to members of staff and pupils Any other IT/Internet-enabled equipment All members of the should bear in mind that information they share through social networking applications, even if their on private spaces, may be to copyright, safeguarding and data protection legislation. Everyone must also operate in line with the equalities, harassment, child protection, safer recruitment, and online safety and ICT acceptable use po

1.1 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.

2. Use of official social media The official social media channels are as follows: Facebook, X, SoundCloud These accounts are currently managed by the Proprietor. Staff members who have not been authorised by the Proprietor to manage, or post to, the account, must not access, or attempt to access, these accounts. If you have suggestions for something you'd like to appear on our social media channel(s), please speak to the Proprietor or the Compliance Officer

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2.1 Facebook will post on Facebook: Alerts about changes (e.g. changes to procedures, severe weather updates, staffing changes) Reminders (e.g. approaching deadlines, events or class activities, reminders about policies/procedures) Advertisements for events or activities Job vacancies or requests for volunteers Links to newsletters, guidance and factsheets for parents and carers Achievements of pupils and staff Photos or posts about trips, events and activities Seasonal greetings and messages about religious festivals Invitations to provide feedback

The will not post on Facebook: Names and photos of individuals (unless they have given consent) Harmful or abusive comments Messages to specific people Political statements Advertisements for businesses

unless directly related to the Links to staff members' personal accounts 2.2 X (formerly Twitter) The posts on X: Alerts about changes (e.g. changes to procedures, severe weather updates, staffing changes) Reminders (e.g. approaching deadlines, events or class activities, reminders about policies/procedures) Advertisements for events or activities Job vacancies or requests for volunteers Links to newsletters, guidance and factsheets for parents and carers Achievements of pupils and staff Photos or posts about trips, events and activities Seasonal greetings and messages about religious festivals Invitations to provide feedback The will not post on X: Names and photos of individuals (unless they have given consent) Harmful or abusive comments Messages to specific people Political statements Advertisements for businesses unless directly related to Links to staff members' personal accounts

Page | 4 2.3 Moderation Staff responsible for our social media accounts will delete as soon as reasonably possible: Abusive, racist, sexist, homophobic or inflammatory comments Comments we consider to be spam Personal information, such as telephone numbers, address details, etc. Posts that advertise commercial activity or ask for donations Evsonable effort will be taken to politely address concerns or behaviour of individual users, following the complaints policy. If users are repeatedly abusive or inappropriate, they will be blocked. Staff responsible for our social medunts will also ensure that all content shared on social media platforms is age appropriate for the community. 2.4 Following other social media users : Will only 'like' Facebook pages with a non-commercial interest – being 'liked' by us doesn't imply endorsement of any kind May follow other users if you follow us on X (formerly Twitter) – being followed by us doesn't imply endorsement of any kind 3. Personal use of social media by staff Please note: while we recommend members of staff make their private social media profiles unidentifiable to pupils, we understand many staff will use sites such as X (formerly Twitter) or LinkedIn for professional purposes. expetaff (including volunteers) to consider the safety of pupils and the risks (reputational and ial) to when using social media channels, including when doing so in a personal capacity. Staff are also resle 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 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 Use personal social media during timetabled teaching time except in a professional capacity Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff behaviour 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 have contact via pe accounts with past pupils (if ongoing communication is required, this should be using via official channels).

Page | 5 4. Personal use of social media by pupils encourages pupils to Be respectful to members of staff, and at all times Be respectful to other pupils and parents/carers Direct aplaints or concerns through the official channels, so they can be dealt with in line with the complaints procedure Pupils should not use social media to: Complain about individual members of staff Complain about the 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 behaviour policy. 5. Personal use of social media by parents/carers expects parents/carers to help us model safe, responsible and appropriate social media use for our . When communicating with the via official communication channels, or using private/independent channels to talk about the schrents and carers should: Be respectful towards, and about, members of staff and at all times Be respectful of, and about, other parents/carers and other pupils and children Direct aplaints or concerns through the official channels, so they can be dealt with in line with the complaints procedure Parents/carers should not use social media to: Complain about individual members of staff, other parents/carers or pupils Complain about and other schools and provisions. 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 5.1 WhatsApp groups We currently do not have a WhatsApp group. If we do decide to use this channel, we expect parents/carers to follow the above social media guidelines when using class WhatsApp groups.

Page | 6 6. Training and awareness Staff and expected complete 'Online Safety and Harms' training and awareness sessions for staff (including those with access to post on official social media accounts), pupils, and parents/carers on social media practices. This is part of staff induction, and then being revisited and communicated via regular staff training opportunities. 7. 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 Proprietor will monitor the impletion of this policy, including making sure that it is updated to reflect the needs and circumstances of the . This policy will be reviewed annually or in line with government guidelines. 8. Related policies I.W.Y.S. Safeguarding Policy ICT and internet acceptable use policy – Behaviour Policy – Mobile Phone Policy – Staff Disciplinary Policy – Allegations Against Staff and Low Level Concerns