

Stanborough Primary School & Nursery

Social Media Policy



Approved by:	Stanborough Primary School Governing body	Date:
Last reviewed on:	August 2025	
Next review due by:	September 2027	

Let your conversation be always full of grace, seasoned with salt, so that you may know how to answer everyone."

Colossians 4:6 (NIV)

1. Aims and Expectations

This policy outlines the appropriate and responsible use of social media by Stanborough Primary School & Nursery. It applies to all stakeholders including staff, governors, pupils, and parents.

Social media platforms—when used appropriately—can strengthen communication, celebrate school life, and promote the achievements of pupils and staff. This policy aims to:

- Promote positive and purposeful use of social media.
- Establish safeguarding protocols and content standards.
- Set clear responsibilities for content creation and moderation.
- Prevent misuse or reputational harm to the school community.

Platforms currently in use include Twitter, Facebook, Instagram, LinkedIn, and YouTube. Provisions are also included for any future social media channels.

2. General Principles Across All Platforms

- Social media accounts are for positive promotion, celebration, and communication only.
- No pupil full names will be used in posts unless explicit, written parental consent is provided.
- Where pupils appear in images or videos, group shots will be used wherever possible.
- Parents have the right to opt out of their child's image being used. A form is provided annually and at in-year admissions.
- The Computing Lead and Senior Leadership Team (SLT) control all official accounts and are responsible for content and password security.
- Staff will not engage in private messaging with followers or use personal accounts to post school-related content.
- Followers or accounts may be blocked for safeguarding reasons, inappropriate content, or behaviour that undermines the school.
- Each account will be monitored weekly by a member of the SLT.
- The SLT will review this policy annually.

3. Platform-Specific Use

3.1 Twitter – @SPS_Watford

Purpose:

To share good news, classroom updates, and upcoming events with the school community.

Content Guidelines:

- No pupil full names used.
- Group photos preferred.
- No retweeting from personal staff accounts.
- All content must reflect the school's values.

Moderation & Safeguarding:

Weekly checks on followers; any concerns to be escalated to SLT. Inappropriate tweets or replies will be deleted, and the user blocked or reported.

3.2 Facebook – @StanboroughPrimarySchool

Purpose:

To mirror Twitter content, engage parents, and promote school achievements and community events.

Content Guidelines:

- Images and posts should be school-related and uplifting.
- No naming of pupils unless permission is granted.
- No links to personal staff profiles.

Moderation & Safeguarding:

SLT checks followers weekly. Inappropriate interactions or posts will be deleted, blocked, and possibly reported.

3.3 Instagram – @StanboroughPrimarySchool

Purpose:

To visually celebrate learning, student achievements, and special events.

Content Guidelines:

- Group images without full names.
- No reposting to personal staff accounts.
- No private messaging by staff.

Moderation & Safeguarding:

Weekly reviews of posts, comments, and followers. Inappropriate imagery, language, or conduct will lead to account blocking and potential reporting.

3.4 LinkedIn – Stanborough Primary School

Purpose:

To showcase professional practice, staff accomplishments, and school development to educational professionals and prospective staff.

Content Guidelines:

- Professional tone and focus only.
- No pupil imagery unless related to awards (with permission).
- Used for staff development, recruitment, and networking.

Moderation & Safeguarding:

All interactions will be reviewed periodically. Inappropriate messaging or spam will be blocked and reported.

3.5 YouTube – Stanborough Primary School Channel

Purpose:

To share school videos including assemblies, performances, learning highlights, and curriculum content in a child-friendly, secure format.

Content Guidelines:

- Videos will not contain full names of pupils.
- Parental opt-out applies to video as well as photo content.
- Videos must be age-appropriate, uplifting, and approved by SLT.

Moderation & Safeguarding:

Comments will be disabled by default. Video content will be reviewed before publication. Channel moderation by Computing Lead and SLT.

4. Inappropriate Content – All Platforms

Content deemed inappropriate includes but is not limited to:

- Offensive or derogatory language towards staff, students, or the school.
- Images or text that undermine the school's values.
- Inappropriate tagging or reposting of school content.
- Attempts to use school platforms for commercial or political purposes.

All such content will be deleted. The user may be blocked, and if necessary, reported to the platform or other relevant authorities.

5. Responsible Use of Images

Followers are strongly advised not to screenshot or repost images of children shared on school accounts. This protects the privacy and dignity of all pupils.

6. Future Social Media Platforms

As new platforms emerge, the school may adopt them where it is deemed beneficial. All new platforms will be used under the following principles:

- Compliance with this policy's safeguarding and content standards.
- Managed by SLT/Computing Lead only.
- Parents will be informed prior to the use of any new platform.

7. Dealing with Negative Comments or Behaviour

Rationale:

Despite clear expectations, there may be occasions where parents/carers or other stakeholders post negative, inappropriate, or abusive comments related to the school.

Procedures:

Monitoring:

SLT and Computing Lead will monitor all social media channels weekly for inappropriate comments or behaviour.

Response Protocol:

- Do not engage publicly with the negative comment.
- Record the incident (take screenshots, note date/time and platform).
- Remove or hide the comment where platform settings allow.
- Contact the individual privately (see template letter below) to address the issue in a constructive and professional way.
- Escalate serious cases (e.g., threats, ongoing harassment) to relevant authorities/platform support.
- Report and block users if necessary, following safeguarding and data protection protocols.