



Social Media Guidance for Parents (2025)

Why we have this guidance

Social media is part of everyday life and many families use it to communicate and share information. This guidance helps keep children safe, protect staff and maintain a positive school community online. Thank you for helping us set a good example for all pupils.

1. Using social media responsibly

- ✓ Be respectful:
 - Speak about the school, staff and other families in a polite and constructive way.
 - Handle concerns privately by contacting the school directly, not through social media posts or group chats.

- ✓ Think before posting:
 - Remember that comments online can spread quickly and may cause upset to staff or children.
 - Avoid making posts that are unkind, aggressive or critical of the school or staff.

- ✓ Use official channels:

Contact the school office, class teacher or Headteacher with any concerns. WhatsApp groups and forums are not appropriate places to resolve issues.

2. Photos, videos and information

- ✓ Only share photos of your own child. Do not post photos or videos including other children taken at school events.
- ✓ The school follows your consent choices for use of your child's image.
- ✓ Respect staff privacy and do not share staff photos or comments online without permission.

3. Communicating with staff

- ✗ Do not send staff friend requests or follow staff personal accounts.
- ✓ Contact staff only through school-approved channels. Staff cannot respond to messages sent via social media.

4. Children and social media

Most platforms are 13+, and WhatsApp is 16+. Parents are asked to follow age limits, monitor online activity and report concerns. The school teaches online safety as part of the curriculum.

5. If a problem happens online

- ✓ Contact the school.
- ✓ Screenshot and keep evidence.
- ✓ Report the post to the platform if needed.

The school may ask for posts to be removed, contact online safety services or involve the police if necessary.