SOCIAL MEDIA GUIDANCE FOR PARENTS & CARERS

Supporting safe, respectful and responsible online communication

Why we have this guidance

Social media is part of everyday life and can be a useful way for families to communicate and share information. Uplands Manor Primary School asks parents and carers to use social media in a way that protects children, respects the privacy of others and supports a positive school community.

1. Use social media respectfully

- Communicate about the school, staff, pupils and other families in a respectful and constructive way.
- Do not use social media posts or group chats to raise or resolve individual concerns about school matters.
- Avoid posts or comments that are bullying, aggressive, discriminatory, threatening or otherwise harmful.
- Remember that online comments can be copied, shared and seen beyond their intended audience.

2. Use official school channels

If you have a concern, question or complaint, please contact the school through its official communication routes. Concerns should be raised directly with the school so they can be addressed through the appropriate school procedure rather than discussed through social media or group chats.

3. Photos, videos and information about children

- Please consider children's privacy and safeguarding before taking or sharing images connected with school activities.
- Do not post photographs or videos of other children from school activities or events without appropriate permission.
- The school manages photographs and recordings it takes for official use in accordance with its Digital Media Policy and Data Protection Policy.
- Do not share personal, confidential or identifying information about other pupils or families online.

The Information Commissioner's Office explains that photographs or videos shared through a private account for purely personal or household activity are likely to fall outside data protection law. Public sharing may fall outside that personal-use exemption and requires greater consideration of the people shown. The school may also set safeguarding rules about photography at school events.

4. Communicating with staff

- Do not send friend or follow requests to staff personal social media accounts for the purpose of school communication.
- Do not contact staff through personal social media accounts about school matters.
- Use school-approved communication channels when contacting staff.
- Respect staff privacy and professional boundaries online.

5. Official Uplands Manor social media accounts

Information published through an official account is managed in accordance with the school's Social Media Policy, Digital Media Policy, Online Safety Policy and relevant safeguarding and data protection arrangements.

6. Children and social media

Parents and carers are encouraged to take an active interest in children's online activity, discuss privacy and respectful behaviour and help children know how to seek support when something online causes concern. The school teaches online safety progressively through the curriculum.

The government announced in September 2026 that it plans restrictions on access to certain social media services for children under 16, with implementation planned for Spring 2027. The government states that parents and children do not need to take action at present and that further detail will be provided before the changes take effect.

7. If a problem happens online

- Contact the school where the issue involves a pupil, member of staff or the school community.
- Keep relevant evidence, such as a screenshot, where it is safe and appropriate to do so.
- Use the platform's reporting or removal tools where appropriate.
- If the concern may involve harm to a child, report it to the school so it can be considered through safeguarding procedures.
- If there is an immediate danger, contact the appropriate emergency service.