



Social Media

Last reviewed	September 2026
Reviewed by	Headteacher
Approved by	Local Academy Council
Date of approval	November 2026
Policy owner	SLT
Location	School Website

1. Purpose

- To provide clear guidance and expectations for the safe, professional and effective use of social media by Littleton Green Community School's staff, pupils, Local Academy Council, volunteers, parents/carers and wider stakeholders.
- To protect pupils, staff and the school's reputation, ensuring all social media activity reflects our vision and PURPLE values — Proud, Unique, Reflective, Positive, Loving and Empowered.
- To use social media to strengthen communication with families, celebrate pupil achievements, enhance community engagement and promote positive behaviour, attendance and safeguarding messages.
- To offer transparent insight into curriculum, enrichment and whole-school priorities so parents/carers can support learning at home.
- To actively reach key stakeholder groups including parents/carers, pupils, staff, Local Academy Council, Trust, extended family members, prospective families and local community partners.
- To ensure compliance with relevant UK legislation, statutory guidance and good practice in safeguarding, data protection and online safety.

2. Scope

- This policy applies to all staff (including casual, supply, volunteers and Local Academy Council), pupils and their parents/carers, members of the Local Academy Council, contractors, and any third parties acting on behalf of Littleton Green Community School.
- It covers the use of school-managed social media accounts and the use of personal accounts when activity relates to the school, pupils, parents/carers or colleagues.
- It applies to activity on platforms including, but not limited to: Facebook, Instagram, YouTube (private school channel), ClassDojo (internal communication), the school website, X (Twitter), TikTok, WhatsApp, Snapchat, Microsoft Teams, school-managed blogs, podcasts and other online channels.
- It includes all content created, shared or interacted with that may impact the school's reputation, safeguarding responsibilities, data protection obligations or alignment with our PURPLE values.
- This policy explicitly covers social media use by Littleton Green Community School, and The Grove Alternative provision, ensuring consistency and safeguarding across all parts of our school community.

3. Legal and Regulatory Context

This policy is written in line with the following legislation, statutory guidance and regulatory frameworks:

- **Keeping Children Safe in Education (KCSIE 2026)** – DfE statutory safeguarding guidance.
- **Data Protection Act 2018 and UK GDPR** – requirements for lawful, fair and secure processing of personal data.
- **Online Safety Act (2023)** – expectations for protecting children online.
- **Education and Inspections Act 2006** – behaviour and disciplinary powers relating to online conduct.
- **Malicious Communications Act 1988** and **Communications Act 2003** – offences relating to offensive, threatening or harmful online messages.
- **Equality Act 2010** – ensuring social media use does not discriminate or breach protected characteristics.
- **Working Together to Safeguard Children and Prevent Duty 2023** – responsibilities for identifying and responding to online risks, extremism or radicalisation.
- **ICO guidance on children and data protection** – expectations for handling children's data safely and transparently.

Local policy links and responsibilities

- This Social Media Policy is directly linked to our Safeguarding Policy, Online Safety Policy, Behaviour Policy, Complaints Policy, Staff Code of Conduct, Mobile Devices Policy, and Data Protection Policy, ensuring consistent expectations across all areas of school practice.
- Local Academy Council will receive training on legal responsibilities relating to online content, data protection, safeguarding and reputational risk, ensuring they can provide effective oversight and challenge.

4. Principles

- **Safety first:** Safeguarding pupils is the paramount consideration in all online activity.
- **Transparency:** Official school channels must be clearly identifiable, branded and consistent with Littleton Green's visual identity.
- **Professionalism:** Staff must maintain professional standards online at all times, reflecting the school's values and reputation.
- **Consent and privacy:** Consent for images, video and personal information must be obtained, recorded securely and respected.
- **Accuracy:** Information published must be accurate, fair, up-to-date and aligned with school values and priorities.
- **Inclusion:** Communications should be accessible, inclusive and respectful of diversity and protected characteristics.
- **Proportionality:** Content shared should be necessary, purposeful and appropriate for the audience and platform.

How we ensure inclusivity and accessibility

- We use clear, readable fonts, high-contrast colours and simple layouts across platforms.
- All videos include captions, and images include alt-text where platforms allow.
- Key messages are written in plain, parent-friendly language.
- Where appropriate, we provide translations or simplified versions for families who need additional support.
- We avoid jargon and ensure content is accessible to families with varying levels of digital literacy.

How we ensure accuracy before publication

- All posts on official channels follow a two-step check: content is drafted by the communications lead and reviewed by a senior leader before publication.
- Curriculum, safeguarding and event information is verified with the relevant staff member before posting.
- Dates, times and permissions are cross-checked with school calendars and office records.
- Any corrections needed after publication are made promptly and transparently.

5. Roles and Responsibilities

Headteacher / Senior Leadership Team (SLT)

- Hold overall responsibility for policy implementation, risk assessment and incident response.
- Approve official school social media accounts and appoint named account managers.
- Ensure staff receive appropriate training and that safeguarding and data protection requirements are fully implemented.

Local Academy Council / Trust Governing Body

- Provide strategic oversight and ensure the policy is reviewed regularly and remains effective.
- Ensure sufficient resources are available for staff training, moderation and compliance.

Designated Safeguarding Lead (DSL)

- Lead the response to any safeguarding concerns arising from social media use.
- Liaise with external agencies, parents/carers and staff as required.

Data Protection Officer (DPO) / Lead for Data Protection

- Ensure compliance with UK GDPR and the Data Protection Act 2018.
- Advise on consent, data retention, image use and data-sharing considerations.

Communications / Social Media Leads

- **Named Social Media Leads:** Miss E. Kelly and Mrs L. Thorneycroft.
- Manage official school accounts, including content planning, scheduling and moderation.
- Ensure all posts are checked for consent, accuracy, safeguarding considerations and alignment with school branding and PURPLE values.

All Staff

- Follow this policy and maintain professional standards online.
- Protect confidentiality and personal data.
- Report any concerns promptly through school safeguarding or reporting systems.

Parents/Carers and Pupils

- Understand expectations for behaviour online and when posting about the school community.
- Follow guidance on tagging, sharing and posting images of pupils other than their own.
- Support safe, respectful and positive online interactions.

Auditing and Reporting

- The Social Media Team is responsible for auditing social media activity, monitoring compliance and reporting key findings to the Governing Body.

6. Implementation and Practice

6.1 Accounts and Authorisation

- Only authorised, named staff may create or post on school-managed social media accounts.
- Every official account must have:
 - a named account owner,
 - one SLT approver,
 - a clear stated purpose,
 - and a published responsible contact (e.g. *office@littletongreen.staffs.sch.uk*).
- New account creation requires SLT approval and must be recorded in the school's social media accounts register.

6.2 Branding and Content

- Use the school logo, full school name and a short description reflecting our vision and PURPLE values in account headers.
- Link to the school website and key policies in the profile/bio.
- Maintain a consistent visual and content style: professional, positive, inclusive and parent-friendly.
- Avoid political partisanship; present impartial information when discussing topical issues.

6.3 Posting Frequency and Accessibility for external social media

- Minimum posting frequency: weekly, with flexibility for additional posts during events, celebrations or urgent updates.
- Maximum posting frequency: no more than 2–3 posts per day to avoid overwhelming families.
- Maintain a content calendar to ensure balanced, purposeful communication.
- Provide alternative text, captions and transcripts for multimedia where practicable.
- Consider families with limited internet access by keeping posts concise and mobile-friendly.

6.4 Editorial Checks

- All content must be reviewed by a Social Media Lead and one SLT approver before publication, checking for:
 - safeguarding risks,
 - accuracy,
 - consent,
 - tone and values alignment.
- Sensitive posts (e.g. pupil achievements linked to personal data, safeguarding-related stories, disciplinary matters) require explicit SLT sign-off and may require parental permission.
- **Approval workflow:**
 - Primary approver: **Miss E. Kelly**
 - Secondary approver (in absence): **Mrs L. Thorneycroft**

- SLT sign-off for sensitive content: **Headteacher or Deputy Headteacher**

6.5 Third-Party and Partner Content

- Agreements must be in place with third parties (PTA, external clubs, contractors) to clarify expectations and authorisation before they post on school channels.
- Retweeting or sharing third-party content must be judged for appropriateness, safeguarding considerations and alignment with school values.
- External providers must follow school guidance on consent, privacy and safeguarding when supplying content for school platforms.

7. Use of Images, Video and Pupil Consent

- Follow all relevant DfE, ICO and Local Authority guidance on photography, videography and GDPR.
- Obtain parental/carers permission for the use of images and video for each pupil on admission, and update this annually or whenever family circumstances change.
- Consent options must clearly cover: school website, social media, press/media, internal displays and third-party usage. Record each consent category and store securely in the school MIS.
- When publishing images:
 - avoid naming pupils wherever possible
 - use group shots rather than identifiable close-ups
 - if naming a pupil is necessary (e.g. award winner), obtain specific permission
- Maintain a central consent register including any restrictions.
- The Social Media Lead must check consent status before any image or video is published externally.
- Staff must follow the school's "Protecting Our Children on Social Media" guidance which outlines safe photography practices, examples of acceptable and unacceptable images, and top tips for safeguarding pupils' identities online.

8. Acceptable and Unacceptable Use by Staff

Acceptable Use

- Using official school social media accounts for communication, celebration of learning, promotion of events, achievements and wellbeing messages.
- Using professional networks (e.g. LinkedIn, subject associations) for CPD, sharing curriculum resources and school news when authorised by SLT.

Unacceptable Use

- Posting or sharing images or information that identifies pupils without consent.
- Discussing or posting about pupils, parents/carers or colleagues in a way that breaches confidentiality or could bring the school into disrepute.
- Accepting current pupils as "friends" or followers on personal social media accounts, or using private messaging to communicate about school matters (staff must use official channels such as school email or Microsoft Teams).
- Using social media during teaching or supervision in a way that disrupts learning or breaches professional standards.

Professional Standards and Boundaries

- Staff must follow the Staff Code of Conduct and Safer Working Practice guidance.
- Maintain a clear separation between personal and professional accounts.
- Use school devices/accounts for school-related social media activity wherever possible.
- Ensure privacy settings on personal accounts are appropriately restricted.

Social media expectations are included within the induction process for all staff, visitors and contractors. Induction covers safeguarding, confidentiality, professional conduct and the school's expectations for social media use. Staff confirm understanding as part of their induction documentation.

Breaches of this policy will be managed under the Staff Code of Conduct and the school's HR disciplinary procedures. Depending on severity, sanctions may include:

- informal warnings
- formal written warnings
- suspension pending investigation
- referral to the Local Authority Designated Officer (LADO) for safeguarding concerns
- dismissal in cases of serious misconduct.

9. Acceptable and Unacceptable Use by Pupils and Parents/Carers

Pupils

- Pupils may contribute to school social media channels (e.g. pupil journalism, digital leaders) under staff supervision and only where explicit consent has been granted for any images used.
- Pupil conduct online must follow the school's Behaviour Policy, Online Safety Curriculum, and Acceptable Use Agreements.
- Incidents of online bullying, misuse or harmful behaviour will be managed in line with the school's Behaviour, Anti-Bullying, and Safeguarding policies.

Parents/Carers

- Parents/carers must respect the privacy of other children and seek consent before posting images that include pupils other than their own.
- Parents/carers should not use social media to raise complaints or concerns about the school. All concerns must be directed through the formal school complaints procedure.
- If concerns are posted publicly, the school will request that parents follow the official complaints process.
- Abusive, defamatory or threatening posts will be taken seriously and may result in:
 - removal of access to online parent groups
 - meetings with SLT
 - formal warnings
 - in repeated or extreme cases, legal action or involvement of external agencies

Expectations will be communicated through:

- induction meetings for new families
- welcome packs
- the school website
- annual reminders via newsletters and ClassDojo
- targeted reminders when issues arise.

Parent-run groups using the school name must not use the school name, logo or branding.

10. Official School Accounts and Content Strategy

- A central register will record all official school accounts.
- **Public-facing:** Facebook, Instagram, School Website, YouTube (private channel but public-facing content)
- **Private:** ClassDojo (restricted to parents/carers)
- Content themes will include:
 - curriculum highlights
 - pupil achievements
 - enrichment activities
 - attendance and wellbeing messages

- safeguarding reminders
 - community partnerships and events
- Campaigns will be planned to support school priorities (e.g. reading for pleasure, attendance drives, PURPLE values campaigns with dedicated hashtags).
- Crisis communications will follow pre-agreed SLT protocols, with clear messaging routes for parents/carers.

To judge communications success we will use:

- engagement rates
- reach and impressions
- follower growth
- campaign participation
- click-throughs to website content
- qualitative parent feedback

11. Personal Accounts and Professional Boundaries

- Staff must not use personal social media accounts to communicate with pupils or parents under any circumstances. All professional communication must take place through school-provided platforms, such as school email, Class Dojo or Microsoft Teams.
- Staff should apply strict privacy settings on personal accounts and avoid posting content that could be associated with their professional role. Personal profiles must not use the school logo, uniform, branding or imagery that could imply official endorsement by the school.
- If a member of staff is named or referenced in relation to school matters on social media, they must not engage publicly. Staff should refer the matter immediately to SLT, who will determine the appropriate response in line with safeguarding, complaints and communication procedures.
- Staff must maintain clear boundaries between personal and professional online presence, ensuring behaviour online reflects the expectations set out in the Staff Code of Conduct and Safer Working Practice guidance.

Staff will be advised not to join parent-run social media groups. If they choose to do so, they must not comment on school matters, must avoid giving advice or opinions that could be interpreted as official school guidance, and must refer any concerns or issues raised within the group directly to SLT. Staff should maintain professional distance and avoid interactions that could blur personal and professional boundaries.

12. Managing Incidents, Complaints and Safeguarding Concerns

- All online safeguarding concerns must be reported immediately to the DSL in line with the Safeguarding and Child Protection Policy, and recorded on the school's safeguarding system.
- The school will follow DfE and Local Safeguarding Children Partnership (LSCP) guidance for referrals to external agencies or the police where allegations meet thresholds.
- For reputational or legal matters (e.g. defamatory posts, breaches of confidentiality), SLT will lead the response, with support from Local Academy Council, the Local Authority/academy trust, and legal advisors as required.
- For minor complaints raised on social media, the school will invite the parent or staff member to discuss the issue privately and follow the formal complaints procedure.
- For serious or persistent parental misuse, the school may:
 - block accounts from interacting with official pages
 - issue formal warning letters
 - seek legal advice or pursue injunctions where necessary

Incident Flow (Brief)

1. **Report / identify incident**
2. **Record and notify DSL/SLT**
3. **Assess severity** (safeguarding / legal / reputational)
4. **Secure evidence** (screenshots, URLs) and contain the issue
5. **Communicate externally if required** (using pre-approved messaging)
6. **Review actions** and update policies/training as needed

Staff report concerns directly to the Social Media Lead or DSL → DSL/SLT review and log the incident → severity assessed → actions taken → follow-up recorded on safeguarding or communication logs → Local Academy Council informed where appropriate.

Only the Headteacher or Deputy Headteacher may issue public statements during a crisis. All messaging must be approved by SLT to ensure accuracy, consistency and safeguarding compliance.

13. Data Protection, Retention and Record Keeping

- Personal data must be processed in line with the Data Protection Act 2018 and UK GDPR principles: lawfulness, fairness, purpose limitation, data minimisation, accuracy and storage limitation.
- Only necessary personal data should be published on social media, and only where explicit consent has been obtained.
- Records of published material that include pupil data must be retained for a minimum period determined by the school's Retention Schedule and DPO advice (e.g. 6 years for safeguarding-related records).
- For social media posts, retain source content, consent logs, and publication records for audit and compliance.
- If consent is revoked, content must be removed promptly from this point forward, and the consent register updated.
- Maintain an access-controlled log of published posts, including date, author, content type, and consent status.
- Consent records will be stored securely on the school MIS, accessible only to the DSL, DPO, Social Media Leads, and authorised office staff.
- Consent logs: retained in line with DPO guidance and the school's retention schedule.
- Social media post logs: retained for 3 years, or 6 years if linked to safeguarding concerns or investigations.
- Screenshots and evidence relating to incidents: retained for 3–6 years, depending on severity and safeguarding relevance.

14. Monitoring, Moderation and Escalation

- Official school social media channels must be monitored daily for comments, direct messages, mentions and tags.
- Response times will be clearly communicated to parents/carers (e.g. within 48 hours during term time).
- Moderation must ensure a safe and respectful environment: abusive, discriminatory, defamatory or unsafe material should be removed or hidden, and moderation decisions documented.
- Any safeguarding disclosures, credible allegations or illegal content must be escalated immediately to the DSL/SLT, with evidence preserved.
- The school will maintain clear escalation routes for reputational, safeguarding and legal concerns.

Monitoring will be undertaken on a rota by the Social Media Leads (Miss E. Kelly and Mrs L. Thorneycroft). Urgent issues will be escalated to SLT.

- Moderation of comments: within 24 hours

- Responses to messages: within 48 hours during term time
- Safeguarding concerns: immediate escalation to DSL/SLT

15. Training and Communications

- All staff will receive induction training on this policy, including safeguarding implications, professional boundaries, acceptable use expectations and incident-reporting procedures.
- Staff will receive annual refresher training, ensuring they remain up-to-date with changes in legislation, platform risks, safeguarding guidance and school procedures.
- Local Academy Council will receive a briefing on responsibilities, including oversight of social media risk, safeguarding implications, data protection considerations and reputational management.
- Parents and pupils will be made aware of the policy at induction, through the school website, and via periodic reminders (e.g. newsletters, ClassDojo updates, parent workshops).
- Role-specific training will be provided for:
 - Social Media Leads – content approval, moderation, safeguarding checks, incident handling
 - DSL – online safeguarding risks, escalation routes, evidence collection
 - DPO – GDPR compliance, consent management, data retention
 - SLT – crisis communication, reputational risk management, legal obligations
- Training materials and attendance will be recorded as part of the school's CPD monitoring system, ensuring compliance and enabling follow-up where required.

6. Policy Review and Amendment

- This policy will be reviewed every two years or sooner following a significant incident, changes to legislation, updates to platform terms, or emerging safeguarding risks.
- Reviews will be led by the Headteacher, Social Media Lead, and DPO, with input from Local Academy Council, the DSL, and pupil voice representatives where appropriate.
- Review outcomes, amendments and updates will be recorded formally and communicated to all stakeholders, including staff, Local Academy Council, parents/carers and pupils.

17. Related Policies and Documents

This Social Media Policy should be read alongside the following documents:

- **Safeguarding and Child Protection Policy**
- **Staff Code of Conduct**
- **Data Protection Policy / GDPR & Privacy Notices**
- **Online Safety / E-Safety Policy**
- **Behaviour Policy and Anti-Bullying Policy**
- **Complaints Policy**
- **Mobile Devices Policy**