



# Code of Conduct regarding the use of Social Media.

September 2022

Due for Review: September 2025

Safeguarding and Child Protection is a key responsibility for everyone within our school. This Code of Conduct applies to everyone within our school community. Using social media in a responsible way which protects children, staff and the reputation of our school has become increasingly important. Below is a Code of Conduct, to which we expect ALL members of our school community (children, parents, staff, governors and regular visitors) to adhere.

All online communications regarding the school are to be transparent and open to scrutiny. The Board of Governors will take appropriate action to ensure the safety and security of everyone within our school community, and ensure that the good reputation of Rosetta Primary School is upheld. Any breaches of this code of conduct will be rigorously investigated by the Board of Governors, and where appropriate legal advice will be sought.

1. When using social media, everyone has a responsibility to treat others within the school community with respect. Individuals must not make any derogatory, defamatory, rude, threatening or inappropriate comments about anyone connected to the school. Offensive language must not be used.
2. There must not be any postings on social media which might damage the reputation of the school, or link the school to any type of illegal conduct.
3. Confidential information relating to anyone within the school community must not be posted online. Concerning specific school activities e.g residential or after school activities, personal contact details including email addresses, home or mobile telephone numbers must not be made available online unless this has been agreed with the Principal.
4. Photographs or video clips of children taking part in activities in school will only be posted on social media platforms by the teacher responsible for managing social media. Teachers will update the website with class photos.
5. The school's name, logo or documents must not be posted online without the permission of the Principal.
6. Messages that compromise the security of the school must not be posted online.
7. When the school posts images or videos of the children online, on the website, app or other facility endorsed by the school, names and images will not appear in a way in which any child can be identified. Similarly, parents must not identify children by naming them if commenting on specific school posts. The school reserves the right to restrict anyone's access to its social media outlets if these safety measures are disregarded.
8. Parents are responsible for their children's use of social media outside of school. They should be aware of the age restrictions posed by each platform. Snapchat, Instagram, Facebook and Whatsapp all have a minimum user age above that of any child in primary school.
9. Children must not be listed as approved contacts on social media platforms.
10. Staff or volunteers working in the school must not use social media to communicate directly with any pupil in the school.
11. Staff must not use school ICT equipment to access social media without the permission of the Principal.
12. This Code of Conduct is part of the school's wider 'e-safety Policy.'