

Parent Social Media Use Policy

Slater Primary School



"Together we believe; together we achieve"

1. Purpose

This policy provides guidance for parents and carers on the responsible use of social media when engaging with or discussing matters related to Slater Primary School. It aims to protect students, staff, and the wider school community while fostering a positive online environment.

2. Scope

This policy applies to all parents, carers, and guardians who use social media platforms (e.g., Instagram, WhatsApp) in connection with the school, its staff, or its students.

3. Principles of Responsible Use

- **Respectful Communication:** Parents must treat staff, students, and other parents with courtesy and respect online.
- **Confidentiality:** Do not share personal information about students, staff, or families without consent.
- **Positive Representation:** Posts should reflect the values of the school community and avoid damaging the school's reputation.
- **Accuracy:** Avoid spreading rumours, misinformation, or unverified claims about the school.
- **Safeguarding:** Never post photos or videos of students (other than your own child) without explicit school permission.

4. Prohibited Conduct

Parents must not:

- Use social media to bully, harass, or intimidate staff, students, or other parents.
- Post offensive, discriminatory, or defamatory comments about the school community.
- Create or share unofficial school groups/pages that misrepresent the school.
- Discuss confidential school matters (e.g., disciplinary actions, staff performance) publicly.
- Engage in online arguments that could escalate into hostility.

5. Consent

- Consent to join the school's WhatsApp Channel can only be given by scanning the official QR code provided by the school.
- Only parents who have completed this process may access the Channel.
- Parents acknowledge that the Channel is for information sharing only; replies or responses are not enabled.
- Parents understand that they may leave the Channel at any time by removing themselves from it in their WhatsApp settings.
- Consent is voluntary and can be withdrawn at any time.

6. Reporting Concerns

- Concerns about the school should be raised through official channels (e.g., contacting the teacher, headteacher, or school office), not on social media.
- Any inappropriate online behaviour may be reported to the school leadership and, if necessary, to external authorities.

7. Consequences of Breach

- Breaches of this policy may result in:
 - Meetings with school leadership
 - Restrictions on parent participation in school activities
 - Referral to governing bodies or local authorities if behaviour is severe

8. Review

This policy will be reviewed annually and updated as needed to reflect changes in technology, safeguarding requirements, and community needs.

"By working together respectfully online, parents and the school can ensure a safe, supportive environment for all children to thrive."