



St Anthony's Catholic Primary School

An Academy within The Catholic Academy Trust in South Hampshire

'Children in our heart, Christ at the centre'
'We love, we learn and we live'



Name of Policy	Social Media Policy
Reference Number	
Date of e-signoff	May 2025
Headteacher	Katrina Straker
Chair of S&A sub-committee	Anne Taylor
Date for review	May 2026

Social Media Policy



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*'Children in our heart, Christ at the centre'
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The St Anthony's mission statement is 'Children in our heart, Christ at the centre. We love, we learn and we live.' To live out this mission, we are guided and led by our Catholic ethos that places the Catholic Social Teaching principles of Human Dignity and the Common Good at the heart of our school. We recognise that each of us is unique and loved by God and we are called to lead by example, as Christ did, to show respect and love to every person because each of us is made in the image of God.

Intent

St Anthony's Catholic Primary School intends to use social media as a method of connecting and collaborating with our school community in a way that reflects 21st Century communication. Social media allows people within our community to immediately access up-to-date information. It also provides an opportunity for community members to ask questions and share their knowledge and experiences. Joining social networks is voluntary and the comments posted are public. We require that all interactions with St Anthony's social media networks reflect our school vision '*Children at our heart, Christ at our centre, We love, we learn and we live*'. Overall, we are working together to achieve a positive, informed, communicative school community.

Staff, students and parents/carers are required to read, understand and comply with this social media policy.

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether the social media is accessed using:

- School IT facilities and equipment
- Equipment belonging to members of staff and pupils
- Any other IT/Internet-enabled equipment

All members of the school should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. Everyone must also operate in line with the school's equalities, harassment, child protection, safer recruitment, and online safety and ICT acceptable use policies.

Definition of social media

For the purposes of this document, 'social media' is considered to include all technologies that allow individuals to communicate and share information (including photos and video). This includes group messaging services such as WhatsApp.

Use of official school social media

The school's official social media channels are as follows:

- St Anthony's website: www.saintanthonysfareham.co.uk
- Facebook (AnthonyFareham)

These accounts are managed by office staff and the Headteacher. Staff members who have not been authorised by the Headteacher to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you'd like to appear on our school social media channel(s), please contact the office team: office@saintanthonysfareham.co.uk.

Facebook

The school will post on Facebook:

- Alerts about changes (e.g. changes to procedures, severe weather updates, staffing changes)
- Reminders (e.g. approaching deadlines, events or class activities, reminders about policies/procedures)
- Advertisements for school events or activities
- Job vacancies or requests for volunteers
- Achievements of pupils and staff
- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals

The school **will not** post on Facebook:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses unless directly related to the school
- Links to staff members' personal accounts

Our Code of Conduct

Supported use of names in posts

All users interacting with the St Anthony's School social media accounts, either by liking or commenting, must do so using accounts that clearly identify the user by their real name. St Anthony's School will not connect with users who are not clearly identified. Users are encouraged to use first names only in posts when you wish to acknowledge someone's great work or community contribution. We wish our social media accounts to be used in building our community – a public pat on the back goes a long way to supporting a positive school environment.

Asking questions without including names

Contributors are welcome to post questions to St Anthony's via its social media accounts but the school wishes to remind the community that some things are best dealt with privately. Issues involving any students or staff *must not* be raised via social media. They will be automatically deleted. When questions are asked or comments are made, we are happy to see people support the issue via a comment or a 'like'. We will not support or publish any interactions that incite or contribute to overly negative sentiments. We ask that contributors do not use the names of any students, staff or any other members of the parent community in any posting, on any social media page or account based on such issues. It is also important that all comments follow Cyber Safety rules and do not include surnames or specific information about people at our school.

Interaction

Users will be able to 'like' a post, comment on the school's postings and on comments by other users. Users will not be able to author a posting of their own or upload media (photos and videos). These user permissions will be reviewed regularly. If a user identifies a child through their comment, the school will contact that user to ask them to remove their comment. This is because the school aims to post general photos of children that do not identify them alongside other personal data such as names.

Personal use of social media by staff

The school expects all staff (including governors and volunteers) to consider the safety of pupils and the risks (reputational and financial) to the school when using social media channels, including when doing so in a personal capacity. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff members will report any safeguarding issues they become aware of.

When using social media, staff **must not**:

- Use personal accounts to conduct school business
- Accept 'friend requests' from, or communicate with, pupils past or present
- Complain about the school, individual pupils, colleagues or parents/carers
- Reference or share information about individual pupils, colleagues or parents/carers
- Post images of pupils
- Express personal views or opinions that could be interpreted as those of the school
- Link their social media profile to their work email account
- Use personal social media during timetabled teaching time

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff behaviour policy.

Any communication received from current pupils (unless they are family members) on any personal social media accounts will be reported to the designated safeguarding lead (DSL) or member of the senior leadership team immediately.

Staff should not also have contact via personal accounts with past pupils (if ongoing communication is required, this should be using via official school channels).

Personal use of social media by pupils

The school encourages pupils to

- Be respectful to members of staff, and the school, at all times
- Be respectful to other pupils and parents/carers
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Pupils **should not** use social media to:

- Complain about individual members of staff
- Complain about the school
- Make inappropriate comments about members of staff, other pupils or parents/carers
- Post images of other pupils without their permission

Any concerns about a pupil's social media use will be dealt with in line with the school's behaviour policy.

Personal use of social media by parents/carers

The school expects parents/carers to help us model safe, responsible and appropriate social media use for our pupils.

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- Be respectful towards, and about, members of staff and the school at all times
- Be respectful of, and about, other parents/carers and other pupils and children
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Parents/carers **should not** use social media to:

- Complain about individual members of staff, other parents/carers or pupils
- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers or pupils
- Draw attention to, or discuss, behaviour incidents
- Post images of children other than their own

We expect parents/carers to follow the above social media guidelines when using class WhatsApp groups.

Administration

The administrators of each site & the school Leadership Team, will be responsible for ensuring that the Social Media Code of Conduct is implemented. St Anthony's School's Social Media Code of Conduct will be reviewed annually to ensure that it effectively reflects the needs of St Anthony's and current social media practices.

Monitoring and review

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

The headteacher will monitor the implementation of this policy, including making sure that it is updated to reflect the needs and circumstances of the school.