

Social Media Policy



Avenue House School

Last reviewed on:	June 2025
Next review due by:	June 2026
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1. Purpose

This policy outlines Avenue House School's expectations regarding the use of social media. It aims to promote safe, respectful, and lawful use in line with the school's safeguarding responsibilities, professional standards, and the wider legal framework in the UK.

2. Scope

This policy applies to all:

Staff (teachers, support staff, volunteers)

Pupils (where age-appropriate)

Parents and guardians

Contractors and visitors

Applies to use of:

Official platforms: School-managed accounts and communication systems

Personal platforms: When the school is referenced directly or indirectly

Social media includes (but is not limited to): Facebook, Instagram, TikTok, X (Twitter), WhatsApp, Snapchat, YouTube, and communication tools like ClassDojo, or Google Classroom.

3. Relevant UK Legislation and Guidance

This policy aligns with the following legislation and statutory guidance:

UK General Data Protection Regulation (UK GDPR) and Data Protection Act 2018 – Protects personal data and privacy rights.

Keeping Children Safe in Education (KCSIE) 2024 – Provides statutory safeguarding guidance for schools in England.

The Education Act 2011 – Grants schools authority to discipline pupils for misbehaviour outside of school premises, including online behaviour.

The Equality Act 2010 – Ensures protection from discrimination and promotes respectful communication.

Malicious Communications Act 1988 – Criminalises sending threatening or offensive electronic messages.

Defamation Act 2013 – Prohibits false statements that harm reputation.

Computer Misuse Act 1990 – Protects against hacking, cyberbullying, and misuse of systems.

Childnet/UK Safer Internet Centre guidance – Supports online safety and best practices in schools.

4. Responsibilities

a. Staff

Must maintain professional conduct online at all times.

Should not accept or request social media connections from current pupils.

Must not post identifiable information about pupils or colleagues without prior written consent.

Must use school-managed accounts for official communication only.

Any safeguarding concern identified on social media must be reported immediately to the Designated Safeguarding Lead (DSL).

b. Pupils

Must use social media respectfully and in accordance with the school's Online Safety and Behaviour Policies.

May not post or share content that is offensive, discriminatory, threatening, or illegal.

Should never share private school information or images without consent.

Inappropriate online behaviour may result in disciplinary action, including temporary suspension or referral to outside agencies.

c. Parents and Guardians

Should not share images of other children from school events without consent.

Must not post defamatory or aggressive content about staff, students, or the school.

Are encouraged to use official school channels to raise concerns or provide feedback.

The school reserves the right to restrict access to events or platforms if this policy is breached.

5. Official School Social Media Use

Avenue House School's official platforms are managed by trained staff under Senior Leadership Team (SLT) supervision.

Content is used to:

Promote achievements

Share event information

Enhance community engagement

No content identifying pupils will be shared without signed parental consent in accordance with UK GDPR.

All data processing complies with the school's Data Protection Policy and Privacy Notice.

6. Data Protection and Consent

Personal data (including photos/videos of pupils or staff) will only be published with explicit, written consent. If no consent is given, the child will not be included in the photograph.

Parents may withdraw consent at any time by contacting the school office in writing.

All data is handled in line with the school's Data Protection Policy and the UK GDPR.

Safeguarding

In line with the school's data protection and child protection policies, the school has taken the following steps to protect its pupils, staff and parent body when using social media:

- Written permission has been obtained from parents with regards to posting pictures of their children. Where permission has not been obtained, staff must take steps to ensure that pictures of that particular child are not uploaded to social media.
- Parents/carers are asked not to post images (photos and videos) of pupils other than their own on social media sites unless they have the permission of parents of the other children pictured.
- At public events, parents will be reminded that they should not post images on social media sites of pupils other than their own.
- Where a photo of a child has been uploaded to social media without parental permission, the school must ensure it is removed as soon as possible.
- A list of children for whom parental permission has not been given is given to teaching staff to make them aware of which children cannot be included in photos on the school's social media sites. This is updated yearly.
- If and when a child joins the school after the beginning of the academic year, permissions for social media use will be sought as part of the child's enrolment at the school.
- Children's full names are not to be included in the school's social media posts.
- The School will endeavour to maintain the confidentiality of pupils' locations beyond the school grounds, such as during off-site trips. We will avoid explicit references to locations in accompanying text. However, it may not be possible to prevent the identification of a location through contextual clues in images (e.g. recognisable landmarks).

7. Monitoring and Breaches

The school may monitor its official accounts and investigate any reported misuse of social media involving its community.

Breaches of this policy may result in:

Staff: Disciplinary action under internal HR procedures

Pupils: Disciplinary consequences under the Behaviour Policy

Parents: Restricted access to school events or communication channels

Where appropriate, the school may report serious incidents to:

Local Authority Designated Officer (LADO)

Police or social care services

The Information Commissioner's Office (ICO) (in cases involving data breaches)

8. Policy Review and Acknowledgment

This policy is reviewed annually by the SLT and the Board of Governors.

Updates will be shared with staff, parents, and pupils.

All users must acknowledge the policy in writing at the start of each academic year.

Acknowledgment Form

Avenue House School

Parental Consent Form - Use of Images

Use of Images of Pupils by the School

Dear Parent,

Avenue House School makes various uses of images of pupils during their time at school.

Some of these are necessary for administration and the safety of pupils. Media uses, including photos or videos of pupils at work or playing games, may include the school newsletter and school website, on a social media channel such as Instagram or Facebook, or as part of a school prospectus, advertisement or magazine.

Please indicate below if you consent to your child's image being used for the purposes below.

NAME OF CHILD: _____

Yes, I consent to the use of my child's image for the following (please tick boxes):

Instagram

Facebook

School Website

School Newsletter (distribution limited to school community)

School Displays (within school)

School Prospectus

Advertisement

Magazine/ Newspaper

You may withdraw consent at any time in the future, subject to the notice at the bottom of this form. If you object to such uses until further notice, please indicate below.

OR:

(Please turn over)

No, I object to all non-essential uses of my child's image without specific consent.

Please give reasons [optional]: _____

Please be aware that objecting as above will not necessarily mean that the school will not continue to process images of your child that are either necessary for administration of the school, or where the school requires it and is otherwise lawfully entitled to do so. It may not be possible to change printed publications, such as the school magazine or prospectus, or third-party publications (for example, where we have placed an advert or provided an image to a newspaper). **Please see our Privacy Notice for further details.**

NAME OF PARENT: _____

ADDRESS: _____

Signed: _____ **Date:** _____