



Social Media Code of Conduct for Parents

Statement of Intent

Charles Darwin Community Primary School understands the benefits of using social media; however, if misused, the school community can be negatively affected, such as by damaging the school's reputation. This code of conduct sets out clear procedures for how we expect parents to conduct themselves on social media and when using messenger apps, such as WhatsApp.

Charles Darwin Community Primary School values are Ready, Safe and Respectful, we expect all members of our community to adhere to these values.

Charles Darwin Community Primary School strives to be a safe school for everyone and unacceptable online behaviour may:

- Have implications for the safeguarding of children by releasing what may be confidential information e.g. providing personal details or photographs.
- Cause offence or reputational damage to the school, members of staff, governors, parents or children.
- Fuel campaigns and complaints against the school or individual staff, governors, parents or children.
- Include sending abusive messages to or about fellow parents, pupils, governors and members of staff

Legal framework

This policy has due regard to statutory legislation, including, but not limited to, the following: Data Protection Act 2018 / General Data Protection Regulations 2018, Defamation Act 2013, Protection of Freedoms Act 2012 (as amended)

Social Media Groups and Messaging Expectations

Parents and carers should not attempt to 'friend' or 'follow' any member of staff on social media except by prior agreement.

Parents and carers will not take and then share online, photographs or videos of other children or staff at school events without specific individual permission.

Parents and carers are instructed not to post anonymously or under an alias to evade the guidance given in these guidelines.

Parents and carers should avoid broadcasting grievances online and should instead initially identify concerns to class teachers so that they can be dealt with fairly, appropriately and effectively for all concerned.

Procedures should issues occur

Should any problems arise from contact over social media, the school will act quickly by contacting parents, carers and governors directly, to stop any issues continuing.

Charles Darwin Community Primary School retains the right to request any damaging material to be removed from social media websites.

Charles Darwin Community Primary School can request a meeting with parents, carers and governors if any misconduct occurs online.

The Headteacher or a member of SLT can, with the permission of the parent or carer, view messages sent between members of a parent and carer group in order to deal with problems quickly and effectively.

The Headteacher or a member of SLT can request that 'group chats' are closed down should any problems continue between parents and carers.

Breaches of these guidelines will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution.

If parents or carers feel they have a legitimate complaint they must follow the Complaints Policy which can be found on the school website.

Monitoring and review

These guidelines will be reviewed every 3 years and any changes will be communicated to all members of staff, parents, carers and governors.

All parents will be required to read this code of conduct and sign the home/school agreement form should any changes be made.

Approved by Governors: 17/12/2024

Review date: December 2027