



Social Media Guidelines for Parents, Carers & Governors

Statement of intent

Manor 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. These guidelines set out clear points for how we advise parents, carers and governors to conduct themselves on social media such as Facebook, Twitter or blogging sites and when using messenger apps, such as WhatsApp. These guidelines have been produced by a working party of staff and governors including parent governors.

This school asks its whole community to promote the 3 commons approach to online behaviour:

- Common courtesy
- Common decency
- Common sense

Manor 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.

Legal framework

This policy has due regard to statutory legislation, including, but not limited to, the following:

- Data Protection Act 1998/General Data Protection Regulations 2018
- Defamation Act 2013
- Protection of Freedoms Act 2012 (as amended)

Online safety and social media conduct

Manor Primary School advises parents, carers and governors to behave in a civilised nature online and will not tolerate any of the following abusive behaviour online:

- Posting hurtful, rude or derogatory 'statuses' about fellow parents, carers and governors, children, the school or its employees. To do so is disrespectful and may upset, distress, bully or harass.
- Posting or forwarding comments that may be considered as being intimidating, racist, sexist, homophobic or defamatory. This is cyber-bullying and may be harassment or libel.
- Complaining about the school's values and methods on social media.



- Other postings or actions which could be perceived as abusive or make someone feel upset, humiliated or threatened.

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

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

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

Manor Primary School retains the right to request any damaging material to be removed from social media websites and breaches will be reported to the 'report abuse' section of the website.

Parents, carers and governors 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.

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.

Online messaging

Manor Primary School advises parents, carers and governors to use messaging apps, such as WhatsApp, for purposes beneficial to themselves and the school, and will not accept any of the following behaviour:

- Sending abusive messages to fellow parents and carers.
- Sending abusive messages about members of staff, children, governors, parents and carers or the school.
- Sending abusive messages to members of staff, governors or children.

The school appreciates the simplicity and ease of instant messaging online; keeping in contact outside of school can benefit the school community by keeping the school community closer.

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.

Manor Primary School can request a meeting with parents, carers and governors if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.

The school's complaints procedure will be followed as normal if any members of SIPFA or the governing board cause any concerns through their conduct whilst using online messaging.



The Head teacher can, with the permission of the parent, carer or governor, view messages sent between members of a parent and carer group or a governing board group in order to deal with problems quickly and effectively.

The Head teacher can request that 'group chats' are closed down should any problems continue between parents, carers and governors.

Monitoring and review

These guidelines will be reviewed on an annual basis and any changes will be communicated to all members of staff, parents, carers and governors.



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