



# Social Media Policy

(supplementary to the E-Safety Policy)

**Dolphin School Trust  
inc. Noah's Ark Nurseries**

Reviewed by:	Lucy Price (Headteacher)
Last reviewed:	August 2025
Next review:	August 2026

## **1. Purpose and Scope**

This policy supplements the E-Safety Policy and provides specific guidance on the use of social media by staff, parents, and pupils.

It applies to all members of the Dolphin School and Noah's Ark Nurseries community (staff, pupils, parents, carers, governors, and volunteers).

Social media is defined as any online platform which allows the creation and sharing of content or interaction with others (e.g. Instagram, Facebook, TikTok, X, LinkedIn, WhatsApp).

This policy should be read alongside:

- E-Safety Policy (inc. Acceptable Use Agreements, Safe Use of Images, Mobile Devices)
- Safeguarding & Child Protection Policy
- Behaviour Policy
- Anti-Bullying Policy
- Complaints Policy
- Data Protection Policy

## **2. Ethos and Principles**

In line with our school ethos — Love, Wisdom, Truth — our use of social media must:

- Reflect the school's nurturing, joyful, and professional identity.
- Protect pupils and staff from risk or reputational damage.
- Be consistent with safeguarding principles and Keeping Children Safe in Education (KCSIE 2025).
- Support, but not replace, the school's formal channels of communication.

## **3. School Social Media Accounts**

- Official accounts (e.g. Instagram, X, Facebook) are managed by the Headteacher and the Senior Deputy, in line with the Social Media Guidelines (E-Safety Policy Appendix 10).
- Accounts are for celebrating school life and engaging prospective families, not for day-to-day parent messaging.
- All posts must:
  - Use school-owned devices and pre-approved images only.
  - Comply with parental consent records on Engage.
  - Avoid identifying pupils by full name.
  - Be reviewed by a member of the Senior Team before publication.
- Comments are disabled, or moderated closely where enabled.

## **4. Staff Use of Social Media**

In addition to the Staff Acceptable Use Agreement (E-Safety Policy Appendices 1–2):

- Staff must not communicate with pupils or parents via personal accounts.
- Staff must set privacy settings appropriately and avoid content that could bring the school into disrepute.
- No reference should be made to school matters on personal social media.
- Any staff social media breach will be treated as a disciplinary matter.

## **5. Parent Use of Social Media**

Parents are asked to:

- Refrain from posting images, videos, or details of pupils other than their own.
- Avoid public comments that could harm the reputation of the school, staff, or pupils.
- Use the school's complaints procedure rather than social media to raise concerns.
- Respect the school's guidelines for image use (Appendix 9 of the E-Safety Policy).

Where breaches occur, the Headteacher may restrict interaction with school platforms or meet with parents directly.

## **6. Pupil Use of Social Media**

In line with the Pupil Acceptable Use Agreements (Appendices 3–4):

- Pupils must not access social media in school unless part of a supervised curriculum activity.
- Pupils must not contact staff via social media.
- Age restrictions of platforms (usually 13+) must be observed.
- Inappropriate content or cyberbullying must be reported immediately to a member of staff.

Sanctions will follow the Behaviour Policy.

## **7. Use of Pupil Images**

- Governed by the Safe Use of Images section of the E-Safety Policy (pp. Media publications & Appendix 9).
- Only school devices may be used.
- Images must reflect the ethos of the school and be used with parental consent.
- No images of pupils in swimwear or other sensitive contexts will be published.

## **8. Safeguarding and Cyberbullying**

- Concerns about social media use are managed as safeguarding issues where relevant, in line with the Safeguarding & Child Protection Policy.
- Cyberbullying is not tolerated and will be addressed under the Anti-Bullying Policy.
- Staff, parents, and pupils are expected to report concerns promptly.

## **9. Training and Education**

- Staff receive training on social media use and online safety at induction and annually.
- Pupils are taught about safe and responsible social media use through PSHE, computing, and assemblies.
- Parents are invited to annual e-safety information sessions.

## **10. Monitoring and Review**

- The Headteacher, DSL, and Senior Deputy will monitor the use of social media accounts.
- The Senior Team will review this policy annually alongside the E-Safety Policy, or sooner if required.