



## SOCIAL MEDIA POLICY

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| <b>Person responsible for policy:</b> | Katy Wadsworth |
| <b>Date approved:</b>                 | September 2025 |
| <b>Review date:</b>                   | September 2026 |

### Park Lane Special School Social Media Policy

#### 1. Introduction

The Park Lane Special School Social Media pages are designed to:

- Inform, engage and communicate with parents, carers and other interested parties.
- Recognise, celebrate and promote the work of the school and its students.
- Communicate and reinforce school policies and good practice.

Postings will include updates on everyday school life, activities, clubs, events, useful information and websites, advice, suggestions, songs, books and photos of activities.

#### 2. Posts and Comments

2.1. The Senior Leadership Team and ICT technician will decide on and authorise administrators that will be responsible for updating the page on a regular (three times a week) basis. The administrators will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the school vision statement at all times.

2.2. All parents and carers are also welcome to post their thoughts and ideas on the pages, and to like, share and comment on postings. We stipulate that they do so in a similarly positive, respectful and constructive manner.

2.3. If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on the pages and encourage them to speak directly to the Head/Class teacher.

2.4. Under no circumstances should any child/children be named or described on the pages. This is due to data protection and the legal responsibility we have to keep the children safe.

#### 3. Photographs and videos

3.1. Parents are asked to fill in a permission form for the school to use their child's photograph on school publicity materials including the school Facebook, Twitter and Instagram pages.

3.2. Only authorised administrators have permission to upload photographs and videos on to the

page.

3.3. No-one else is permitted to post any photographs or videos on to the page. The setting allowing people to post or tag photos will be turned off.

3.4. No children will be tagged or named in relation to a photo directly on the page. However, there may be links to the school website or to third party articles (eg. Macclesfield Express) where children may be photographed and named.

#### 4. Site moderation

4.1 The page will be moderated daily by administrators who are part of SLT.

4.2 All visitors to the page are asked to inform the Head Teacher of any inappropriate comments, behaviour or concerns they have relating to the page.

4.3 The page profanity filter will be set to 'strong'.

4.4 We encourage parents and carers to post regularly on the pages. The private message facilities will be turned off.

#### 5. Misuse

5.1. In the event that an inappropriate or offensive comment is made it will be recorded by an administrator (screen shot) and brought to the urgent attention of the Head Teacher. The Head Teacher will speak to the individual(s) involved and explain the purpose and ethos of the page, and why their comment / behaviour is inappropriate or offensive. We will ask the individual to remove the posting. Ultimately, the School Working Group reserves the right to remove any comments that are deemed inappropriate.

5.2. In the event that a child is described or named (whether in the main post or within comments), it will be recorded by an administrator (screen shot), immediately deleted and brought to the urgent attention of the Deputy/Head Teacher.

5.3. In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Deputy/Head Teacher will respond accordingly. The response will depend on the content of the post but may include contacting the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies.

5.4. If any individual repeatedly makes inappropriate comments the SLT has the discretion to ban the offending individual from the pages and (where appropriate) report the offender to relevant external bodies.

#### 6. Restrictions

6.1. The pages are designed as a communication tool to engage with parents and carers. Followers are therefore restricted to people over 13 years of age.

6.2. The SLT also has the discretion to remove or ban any followers that are known to be under 13 years old.

Use of Social Media by staff employed at Park Lane School.

7.1. Staff are strongly advised not to be "friends" with any parents, carers or other family members of pupils in Park Lane School. This is to safeguard staff and to ensure professional boundaries in

place. Staff should not request to be “friends” with parents, carers or family members and should politely decline any such requests.

7.2. Staff are not to post any photos of them in activities that could impact on their professional conduct and by association impact on the school. An example is a photo of a staff member being very drunk and then being in school the next day.

7.3. Any information about pupils, staff and any other stakeholders in the school is strictly confidential and should not be discussed with anyone on social media.

7.4. Staff should not express any strong political or social views on social media including liking posts. Staff are entitled to have their own opinions and views but where these could impact on your work they should not be expressed on social media.

7.5. Staff should not communicate with parents on social media but use professional systems in school, emails from school address, letter, website messaging and phone calls from school phone.

7.6 Staff should not access their own social media accounts in classrooms and/or corridors of the school and other associated buildings. Staff should only access their personal social media accounts in staffrooms or outside of the school grounds.

Staff have signed the form as the nominated person to post on social media for their class or area of responsibility. If you have not signed this form, you should not be posting.

This is what you have signed to say you will adhere to

“I will ensure that the posts adhere to the school format [class name in capitals and then a blurb] and the comment will be professional and refer to what pupils have been working on and what they have achieved without using any names. I will make sure that posts do not show any pupils who do not have permission to be shown on social media or website and that I have checked the background of every photograph for pupils and activities. I will adhere to all relevant school policies and Good Practice”

Example of good practice

