# LANGDON
## PRIMARY SCHOOL

# *Social Media*

**Key Details**

**Designated Safeguarding Lead (s): Andrew Newport – Headteacher, Emma Keem, Ryan Jones – Senior Teachers.**

**Chair of Governors: Martin Clinton**

**Named Governor with lead responsibility: Ruth Fermor**

**Date written/updated: March 2026**

**Date of next review: March 2027**

This policy will be reviewed **at least** annually. It will also be revised following any concerns and/or updates to national and local guidance or procedures.

# 1. Policy aims and scope

- This policy has been written by Langdon Primary School, involving staff, children/pupils/students and parents/carers, building on The Education People's mobile and smart technology policy template with specialist advice and input as required, taking into account the DfE statutory guidance 'Keeping Children Safe in Education', Early Years and Foundation Stage, 'Working Together to Safeguard Children' 2018, 'Behaviour in Schools Advice for headteachers and school staff' 2022, 'Searching, screening and confiscation at school' 2022) and the local Kent Safeguarding Children Multi-agency Partnership (KSCMP) procedures.
- The purpose of this policy is to safeguard and promote the welfare of all members of the Langdon Primary School community when using mobile devices and smart technology.
    - Langdon Primary School recognises that online safety is an essential part of safeguarding and acknowledges its duty to ensure that all pupils and staff are protected from potential harm when using mobile and smart technology.
    - As outlined in our Child Protection Policy, the Designated Safeguarding Lead (DSL), Andrew Newport – Headteacher, is recognised as having overall responsibility for online safety.
- This policy applies to all access to and use of all mobile and smart technology on site; this includes mobile phones and personal devices such as tablets, e-readers, games consoles and wearable technology, such as 'smart watches and fitness trackers, which facilitate communication or have the capability to record sound and/or images.
- This policy applies to pupils, parents/carers and all staff, including the governing body, leadership team, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for, or provide services on behalf of the setting (collectively referred to as "staff" in this policy).

# 2. Links with other policies

- This policy links with several other policies, practices and action plans, including but not limited to:
    - Anti-bullying policy
    - Acceptable Use Policies (AUP)
    - Behaviour policy
    - Child protection policy
    - Code of conduct/staff behaviour policy
    - Confidentiality policy
    - Mobile and Smart Technology Policy
    - Relationships and Sex Education (RSE) policy
    - GDPR and Data Protection Policy
    - Online Safety Policy

## 3. General social media expectations

- Langdon Primary School believes everyone should be treated with kindness, respect and dignity. Even though online spaces may differ in many ways, the same standards of behaviour are expected online as offline and all members of the Langdon Primary School community are expected to engage in social media in a positive and responsible manner.
- All members of the Langdon Primary School community are advised not to post or share content that may be considered threatening, hurtful or defamatory to others on any social media service.
- We will control learner and staff access to social media whilst using school provided devices and systems on site.
- Inappropriate or excessive use of social media during school hours or whilst using school devices may result in removal of internet access and/or disciplinary action.
- The use of social media or apps, for example as a formal remote learning platform will be robustly risk assessed by the headteacher prior to use. Any use will take place in accordance with our Acceptable Use Policy.
- Concerns regarding the online conduct of any member of Langdon Primary School community on social media will be taken seriously. Concerns will be managed in accordance with the appropriate policies, including anti-bullying, allegations against staff, behaviour, home school-agreements, staff code of conduct, Acceptable Use Policies, and child protection.

## 4. Staff use of social media

- The use of social media during school hours for personal use is permitted for staff during break and lunch time use only and when in a location where no pupils are present.
- Safe and professional online behaviour is outlined for all members of staff, including volunteers, as part of our code of conduct and acceptable use of technology policy.
- The safe and responsible use of social media sites will be discussed with all members of staff as part of staff induction. Advice will be provided and updated via staff training and additional guidance and resources will be shared with staff as required on a regular basis.
- Any complaint about staff misuse of social media or policy breaches will be taken seriously in line with our child protection and allegations against staff policy.

### 4.1 Reputation

- All members of staff are advised that their online conduct on social media can have an impact on their role and reputation within the school. Civil, legal or disciplinary action may be taken if staff are found to bring the profession or institution into disrepute, or if something is felt to have undermined confidence in their professional abilities.
- All members of staff are advised to safeguard themselves and their privacy when using social media. This may include, but is not limited to:
    - Setting appropriate privacy levels on their personal accounts/sites.
    - Being aware of the implications of using location sharing services.

    - Opting out of public listings on social networking sites.
    - Logging out of accounts after use.
    - Using strong passwords.
    - Ensuring staff do not represent their personal views as being that of the school.
- Members of staff are encouraged not to identify themselves as employees of Langdon Primary School on their personal social networking accounts; this is to prevent information being linked with the setting and to safeguard the privacy of staff members.
- All staff are expected to ensure that their social media use is compatible with their professional role and is in accordance our policies and the wider professional reputation and legal framework. All members of staff are encouraged to carefully consider the information, including text and images, they share and post on social media.
- Information and content that staff members have access to as part of their employment, including photos and personal information about pupils and their family members or colleagues, will not be shared or discussed on social media sites.
- Members of staff will notify the leadership team immediately if they consider that any content shared on social media sites conflicts with their role.

### 4.2 Communicating with children/pupils/students and their families

- Staff will not use any personal social media accounts to contact pupils or their family members.
- All members of staff are advised not to communicate with or add any current or past pupils or their family members, as 'friends' on any personal social media accounts.
- Any communication from pupils and parents/carers received on personal social media accounts will be reported to the headteacher.
- Any pre-existing relationships or situations, which mean staff cannot comply with this requirement, will be discussed with the headteacher.
- Decisions made and advice provided in these situations will be formally recorded to safeguard pupils, members of staff and the setting.
- If ongoing contact with pupils is required once they have left the setting, members of staff will be expected to use existing alumni networks, or use official setting provided communication tools.

## 5. Official use of social media

- Langdon Primary School official social media channels are currently Facebook.
- The official use of social media sites by Langdon Primary School only takes place with clear educational or community engagement objectives and with specific intended outcomes and once the use has been formally risk assessed and approved by the headteacher prior to use.

    - Official social media channels have been set up as distinct and dedicated accounts for official educational or engagement purposes only.
    - Staff use setting provided email addresses to register for and manage official social media channels.
    - Leadership staff have access to account information and login details for our social media channels, in case of emergency, such as staff absence.
- Official social media use will be conducted in line with existing policies, including but not limited to anti-bullying, image/camera use, data protection, confidentiality and child protection.
- All communication on official social media platforms by staff on behalf of the setting will be clear, transparent and open to scrutiny. Public communications on behalf of the setting will, where appropriate and possible, be read and agreed by at least one other colleague.
- Parents/carers and pupils will be informed of any official social media use, along with expectations for safe use and action taken to safeguard the community.
- Parents and carers will be informed of any official social media use with pupils; any official social media activity involving pupils will be moderated if possible and written parental consent will be obtained as required.
- We will ensure that any official social media use does not exclude members of the community who are unable or unwilling to use social media channels.
- Members of staff who follow and/or like our official social media channels will be advised to use dedicated professionals accounts where possible, to avoid blurring professional boundaries.
- If members of staff are managing and/or participating in online social media activity as part of their capacity as an employee of the setting, they will:
    - Read and understand our Acceptable Use Policy.
    - Where they are running official accounts, sign our social media Acceptable Use Policy.
    - Be aware they are an ambassador for the school.
    - Be professional, responsible, credible, fair and honest, and consider how the information being published could be perceived or shared.
    - Always act within the legal frameworks they would adhere to within the workplace, including libel, defamation, confidentiality, copyright, data protection and equalities laws.
    - Follow our image use policy at all times, for example ensuring that appropriate consent has been given before sharing images.
    - Not disclose information, make commitments or engage in activities on behalf of the setting, unless they are authorised to do so.
    - Not engage with any private or direct messaging with current or past pupils or their family members.
    - Inform the headteacher of any concerns, such as criticism, inappropriate content or contact from pupils.

## 6. Pupils use of social media

- The use of social media during school hours for personal use is not permitted for pupils.
- Many online behaviour incidents amongst children and young people occur on social media outside the school day and off the school premises. Parents/carers are responsible for this behaviour; however, some online incidents may affect our culture and/or pose a risk to children and young people's health and well-being. Where online behaviour online poses a threat or causes harm to another pupils, could have repercussions for the orderly running of the school when the pupils is identifiable as a member of the school, or if the behaviour could adversely affect the reputation of the school, action will be taken in line with our behaviour and child protection/online safety policies.
- Langdon Primary School will empower our pupils to acquire the knowledge needed to use social media in a safe, considered and respectful way, and develop their resilience so they can manage and respond to online risks. Safe and appropriate use of social media will be taught to pupils as part of an embedded and progressive safeguarding education approach using age-appropriate sites and resources. Further information is contained within our child protection and relevant specific curriculum policies.
- We are aware that many popular social media sites are not permitted for use by children under the age of 13, or in some cases higher. As such, we will not create accounts for pupils under the required age as outlined in the services terms and conditions.
- Pupils will be advised:
    - to consider the benefits and risks of sharing personal details or information on social media sites which could identify them and/or their location.
    - to only approve and invite known friends on social media sites and to deny access to others, for example by making profiles private.
    - not to meet any online friends without a parent/carer or other appropriate adults' permission, and to only do so when a trusted adult is present.
    - to use safe passwords.
    - to use social media sites which are appropriate for their age and abilities.
    - how to block and report unwanted communications.
    - how to report concerns on social media, both within the setting and externally.
- Any concerns regarding pupils' use of social media will be dealt with in accordance with appropriate existing policies, including anti-bullying, child protection and behaviour.
- The DSL (or deputy) will respond to social media concerns involving safeguarding or child protection risks in line with our child protection policy.
- Sanctions and/or pastoral/welfare support will be implemented and offered to pupils as appropriate, in line with our child protection and behaviour policy. Civil or legal action may be taken if necessary.
- Concerns regarding pupils' use of social media will be shared with parents/carers as appropriate, particularly when concerning underage use of social media services and games.

## 7. Policy monitoring and review

- Technology evolves and changes rapidly. Langdon Primary School will review this policy at least annually. The policy will be revised following any national or local policy updates, any local concerns and/or any changes to our technical infrastructure.
- We will regularly monitor internet use taking place via our provided devices and systems and evaluate online safety mechanisms to ensure that this policy is consistently applied. Any issues identified will be incorporated into our action planning.
- All members of the community will be made aware of how the school will monitor policy compliance: through: AUPs, staff training, classroom management.

## 8. Responding to policy breaches

- All members of the community are informed of the need to report policy breaches or concerns in line with existing school policies and procedures. This includes the child protection and behaviour policy.
- After any investigations are completed, leadership staff will debrief, identify lessons learnt and implement any policy or curriculum changes, as required.
- We require staff, parents/carers and pupils to work in partnership with us to resolve issues.
- All members of the community will respect confidentiality and the need to follow the official procedures for reporting concerns.
- Pupils, parents and staff will be informed of our complaints procedure and staff will be made aware of the whistleblowing procedure.
- If we are unsure how to proceed with an incident or concern, the DSL (or a deputy) or headteacher will seek advice from the Education People's Education Safeguarding Service or other agency in accordance with our child protection policy.