Thriveology Wellness CIC

Social Media Policy.

September 2026

SOCIAL MEDIA POLICY

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Introduction

This Social Media Policy sets out Thriveology Wellness CIC's expectations for the safe, responsible, and professional use of social media by staff, volunteers, students, Post-16 learners, and external partners. It supports our wider safeguarding responsibilities and aligns with **Keeping Children Safe in Education (KCSIE) 2026**, the Online Safety Policy, and the Staff Code of Conduct.

The policy applies to all forms of social media, including (but not limited to): Facebook, Instagram, TikTok, Snapchat, WhatsApp, YouTube, X (Twitter), LinkedIn, Discord, Reddit, and any emerging digital platforms.

Purpose

The purpose of this policy is to:

- Protect children, young people, and staff from online harm
- Ensure professional boundaries are maintained at all times
- Prevent misuse of social media that could compromise safeguarding
- Provide clear guidance on acceptable and unacceptable online behaviour
- Support Post-16 learners to use social media safely in personal and workplace contexts
- Protect Thriveology's reputation and ensure compliance with legal requirements

Key Principles

Safeguarding First

Social media use must never compromise the safety or wellbeing of children or young people. Staff must act immediately if online behaviour poses a risk.

Professional Boundaries

Staff must maintain clear professional boundaries online. Personal and professional digital identities must remain separate.

No Private Contact

Staff must not communicate with students or Post-16 learners via personal social media accounts, private messaging apps, or personal phone numbers.

Online Behaviour Standards

All users must behave respectfully, lawfully, and responsibly online. Bullying, harassment, discrimination, or inappropriate content is strictly prohibited.

Digital Footprints

Users must understand that online actions are permanent and can impact safety, employment, and wellbeing.

Data Protection

Personal information must not be shared online without consent and must comply with UK GDPR and Thriveology's Data Protection Policy.

Staff Use of Social Media

Personal Use

Staff must:

- Keep personal social media accounts private
- Avoid posting content that could bring Thriveology into disrepute
- Never share confidential or identifiable information about students
- Never “friend”, follow, or message students or Post-16 learners
- Avoid discussing work-related matters on personal accounts

Professional Use

Where staff use social media professionally:

- Only authorised staff may manage Thriveology’s official accounts
- Content must be appropriate, respectful, and safeguarding-compliant
- Images or videos of students must not be posted without written consent
- Posts must not disclose personal or sensitive information
- Staff must follow organisational branding and communication guidelines

Student & Post-16 Learner Use of Social Media

Expectations

Students and Post-16 learners must:

- Use social media respectfully and safely
- Not engage in cyberbullying, harassment, or harmful behaviour
- Not share inappropriate or illegal content
- Report online concerns immediately to staff
- Understand the risks of sharing personal information online

Post-16 Workplace Context

Post-16 learners will be supported to:

- Use social media professionally when applying for jobs
- Understand employer expectations around digital conduct
- Avoid posting workplace content without permission
- Manage online presence responsibly

Parent/Carer Use of Social Media

Parents and carers must:

- Use social media respectfully when discussing Thriveology
- Not post images or videos of other children without consent

- Not use social media to raise complaints or concerns—these must follow the Complaints Procedure
- Report safeguarding concerns directly to Thriveology, not publicly online

Use of Images, Videos & Digital Content

- Images or videos of students may only be shared with **written parental/carer consent**
- No images may be posted that compromise safety or dignity
- Staff must ensure backgrounds do not reveal sensitive information
- Live streaming of sessions is prohibited unless authorised and risk-assessed
- Students must not record staff or peers without permission

Cyberbullying & Online Harm

Cyberbullying, harassment, or harmful online behaviour will be treated as a safeguarding concern.

Thriveology will:

- Investigate all reports
- Provide support to affected individuals
- Work with parents, schools, and external agencies
- Apply behaviour or safeguarding procedures as appropriate

Reporting Concerns

All users must report concerns such as:

- Inappropriate contact from staff or adults
- Cyberbullying or harassment
- Exposure to harmful content
- Online grooming or exploitation
- Fake accounts impersonating staff or students
- Breaches of professional boundaries

Reports must be made to the Designated Safeguarding Lead (DSL) **Miss Shellie Rashbrook** or Deputy DSL **Mrs Aimee Northcote** immediately.

Breaches of This Policy

Breaches may result in:

- Staff disciplinary action
- Restriction of student access to devices
- Safeguarding referrals
- Police involvement (where criminal behaviour is suspected)
- Removal of social media content
- Termination of volunteer or placement roles

Training & Education

Thriveology will provide ongoing training for:

- Staff: digital safeguarding, professional boundaries, online risks
- Students: safe social media use, digital footprints, cyberbullying awareness
- Post-16 learners: workplace digital conduct, online professionalism
- Parents: online safety guidance and support

Monitoring & Review

Thriveology will:

- Monitor official social media accounts
- Review this policy annually
- Update guidance in line with KCSIE changes
- Respond to emerging online risks and new platforms

Review Date: **September 2027**