

Social Media code of conduct

Silver Birch School



Approved by Proprietor: Noel Thomas

Last reviewed on: September 2022

Next review due by: September 2023

Silver Birch School recognises the range of benefits that social media can provide for the school. Social media keeps staff, parents/carers and pupils up to date, allows the school to communicate and connect with the community and has the potential to enhance the school's reputation.

Silver Birch School understands that staff, pupils and parents/carers may be regular social media users. Silver Birch School has no intention to control their use of social media beyond reasonable requests to protect all stakeholders and the reputation of Silver Birch School.

The purpose of this code of conduct is to ensure that all staff, pupils and parents/carers understand Silver Birch School expectations around social media use. The code aims to clarify unacceptable behaviour and sets out actions that Silver Birch School can take should this code be ignored.

This code covers use of social media for school purposes as well as personal use of social media. This code applies to social media sites including (but not limited to) Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, personal blogs etc.

All members of the school community (staff, pupils and parents/carers)

- Members of the school community must not take part in any activities or debates on social media which might bring Silver Birch School into disrepute.
- Members of the school community should not post or share any images or videos taken at Silver Birch School without permission of the school.
- Members of the school community must not post any inappropriate or offensive comments about Silver Birch School, pupils, staff or parents/carers.
- Members of the school community should not upload/share images and videos of other pupils, staff and parents/carers. Images and videos taken to promote or share achievements from Silver Birch School may be shared via official school sites with permission of the school and the person pictured/videoed.

Staff

- Staff should not add or accept any requests from current pupils or ex-pupils under the age of 18.
- Staff may use social media in school where deemed appropriate, e.g. to promote the school, for CPD etc.

If a member of staff breaks this code of conduct, they will be asked to remove any inappropriate content and disciplined according to Silver Birch School staff discipline, conduct and grievance policy. In cases where behaviour is considered to be a potentially criminal matter, Silver Birch School will refer to the police.

Pupils

- Pupils should not add or accept any requests from members of staff. If pupils wish to communicate with staff, they should do so through official school channels.

- Pupils must not abuse or bully other pupils. They must be aware of how to report abuse and inappropriate content on social media.
- Pupils may access social media on school devices where deemed appropriate e.g. to learn about online safety, research for a school project etc.

If a pupil breaks this code of conduct, they will be asked to remove any inappropriate content and sanctioned according to Silver Birch School behaviour policies. In cases where behaviour is considered to be a potentially criminal matter, Silver Birch School will refer to the police.

Parents/carers

- Parents/carers must not use social media to express any frustrations or concerns with Silver Birch School. If a parent/carer wishes to submit a formal complaint, they should do so via Silver Birch School complaints procedure.

If a parent/carer breaks this code of conduct, the parent will be asked to remove any inappropriate content and may be invited into Silver Birch School for a formal meeting. In cases where behaviour is considered to be a potentially criminal matter, Silver Birch School will refer to the police.

All staff, pupils and parents/carers must sign this code of conduct.