



Social Media Policy for Bushfield Road Infant School

1. Purpose

The purpose of this policy is to guide the appropriate use of social media platforms (including Facebook and Instagram) by staff, governors, and representatives of Bushfield Road Infant School to promote the school positively while maintaining safeguarding, professionalism, and confidentiality.

2. Scope

This policy applies to all staff, volunteers, governors, and anyone authorised to post on behalf of the school on social media platforms.

3. General Principles

- All social media activity must reflect the school's vision and values: Kindness, Teamwork, Curiosity.
- Posts should be positive, respectful, and professional.
- Protect pupil and staff confidentiality at all times.
- Comply with safeguarding requirements and GDPR regulations.
- Obtain written consent from parents/carers before posting images or videos of pupils.
- Photos will not be uploaded of any child where a parent has not given consent.
- Avoid sharing any sensitive or personal information about pupils, staff, or families.
- Use social media to enhance communication with parents and the wider community, showcasing school events, achievements, and learning.

4. Use of Facebook and Instagram

- Official school accounts must be clearly identified with the school's name, logo, and vision/values in headers or bios.
- Post regularly (or as agreed), sharing updates on school events, pupil work, trips, and news.
- Use hashtags to promote campaigns aligned with school priorities (e.g., #KindnessAtBushfield, #TeamworkInAction #BushfieldSparkle).
- Monitor comments and messages promptly; inappropriate comments must be removed, and serious concerns reported to senior leaders.
- Head Teacher and Deputy Head Teacher only have posting access but must follow agreed guidelines to ensure consistency and accuracy.



5. Content Guidelines

- Share photos/videos only with appropriate consent.
- Highlight pupil achievements and positive behaviours.
- Promote upcoming events and school initiatives.
- Avoid sharing personal opinions or controversial content.
- Ensure all posts align with safeguarding policies and do not put pupils or staff at risk.

6. Safeguarding and Privacy

- Do not share any information that could identify vulnerable pupils or compromise their safety. E.g. looked after pupils.
- Maintain secure passwords and access controls for social media accounts.
- Report any online safeguarding concerns immediately to the Designated Safeguarding Lead (DSL – Steven Vessey).

7. Responsibilities

- The Head Teacher/Deputy Head Teacher oversees the policy implementation and account management.
- Regular audits will ensure compliance with this policy and monitor the impact of social media activities.

8. Breach of Policy

- Any breach of this policy may result in disciplinary action in line with school and local authority procedures.

This policy supports Bushfield's improvement priorities by enhancing communication and community engagement, while safeguarding pupils and staff.