

# Parent/Carer Information: Our School Social Media Presence

We use our official school social media account to share a window into school life. This may include celebrating learning, sharing whole-school events, highlighting curriculum activities and signposting families to important reminders, newsletters or website updates.

Our social media presence is an additional way to help families and the wider community see the life of the school. It does not replace our usual communication systems, and it is not used for individual messages, complaints, sensitive matters or direct communication with pupils.

## How we keep pupils safe

- Only named and authorised staff can post on behalf of the school.
- All posts must reflect our safeguarding, online safety, data protection and professional expectations.
- Images are only shared where the correct parent/carers permission is in place.
- We do not use pupils' names alongside photographs.
- We avoid sharing personal information, regular routines, sensitive details or anything that could increase risk to a pupil or family.
- Where possible, we choose images that reduce identifiability, such as photos taken from behind, over the shoulder, at a distance, or focused on learning, displays, resources or group activities rather than close-up individual images.

## What we may share

- Examples of learning, curriculum activities and classroom experiences.
- Displays, books, resources and learning environments.
- Whole-school events, trips, themed days and celebrations.
- General reminders or links back to school newsletters, the website or other official school communication channels.

## What we will not share

- Pupils' names with photographs.
- Identifiable personal information or sensitive details.
- Individual pupil issues, behaviour matters, safeguarding concerns or family information.
- Direct conversations with pupils or individual families.
- Complaints, concerns or responses to complaints.

## Managing risk

We recognise that sharing images and information online carries risks. For this reason, parent/carers permission is only one part of our decision-making. Staff also apply professional judgement before anything is shared. If an image or post is not considered appropriate or safe, it will not be used, even where permission has been given.

We also review publicly available images and posts, moderate comments where possible, and respond promptly if there is any concern that an image has been copied, misused, altered or shared without permission. Any safeguarding or data protection concern is passed to the appropriate senior member of staff.

Our aim is to celebrate school life in a careful, respectful and proportionate way, while keeping pupils' safety, privacy and dignity at the centre of every decision.

