

St. Michael Catholic Primary and Nursery School

Social Media and Digital Communications Policy



"I came so that you may have life, life in all its fullness" John 10:10

St Michael Catholic Primary School and Nursery is a Catholic family of faith following the teachings of Christ. We strive to create an environment where all members of our school community respect the values of: Church, Independence, Resilience, Caring, Learning and Enjoyment for all. Belief in these values will nurture all as individuals and instil in them the confidence to meet their full potential, providing them with the best grounding for their future place in an ever-changing world.

Policy Date	September 2026
Signed by Head Teacher	Mrs N Collins
Review Date	September 2027

Rationale

Social media and digital communication platforms provide valuable opportunities for schools to communicate with families, celebrate success, share information and promote the wider life of the school.

This policy outlines the expectations and procedures surrounding the use of social media platforms associated with St Michael Catholic Primary and Nursery School.

The policy aims to:

- Promote safe and responsible use of social media.
 - Protect pupils, staff and families.
 - Support effective communication.
 - Promote the school positively within the wider community.
 - Ensure compliance with safeguarding and data protection requirements.
 - Protect the reputation of the school and its community.
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Aims

The school uses social media and digital communication platforms to:

- Celebrate pupils' achievements and successes.
 - Share school news and important information.
 - Promote events and activities.
 - Strengthen communication with parents and carers.
 - Provide positive examples of school life.
 - Promote the school's Catholic ethos and values.
 - Demonstrate safe and responsible use of digital technologies.
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Social Media Platforms

The school may use a range of approved social media and digital communication platforms.

These may include:

- Facebook
- X (formerly Twitter)
- School website
- Parent communication systems
- School newsletters
- Other approved digital platforms

The platforms used by the school may evolve over time and will be managed in accordance with this policy.

Purpose of School Social Media Accounts

The primary purpose of school social media accounts is to:

- Share information.
- Celebrate achievement.
- Promote events.
- Communicate key messages.
- Showcase learning experiences.

School social media accounts are not intended to replace normal school communication channels and should not be used by parents to report absences, safeguarding concerns or urgent matters.

Management of Social Media Accounts

School social media accounts are controlled and monitored by authorised members of staff.

Authorised staff may include:

- Headteacher
- Deputy Headteacher
- Members of the Senior Leadership Team
- Designated staff approved by the Headteacher

All posts should reflect the school's values, professional standards and safeguarding responsibilities.

Followers and Engagement

School social media accounts are public-facing and may be viewed by members of the wider community.

The school reserves the right to:

- Block users.
- Restrict interaction.
- Delete comments.
- Report inappropriate content.

Where interactions become inappropriate, abusive or potentially harmful, action will be taken to protect members of the school community.

Appropriate Content

Appropriate content may include:

- Celebration of learning.
- Sporting achievements.
- Educational visits.
- School events.
- Community activities.

- Curriculum enrichment.
- Catholic life and mission.
- Important reminders and updates.

All content should:

- Be respectful.
 - Reflect school values.
 - Be accurate.
 - Be age-appropriate.
 - Follow safeguarding requirements.
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Inappropriate Content

The school considers the following to be inappropriate:

- Offensive or abusive language.
- Defamatory comments.
- Harassment or intimidation.
- Discriminatory content.
- Misleading information.
- Content that undermines the wellbeing or reputation of members of the school community.
- Content that breaches confidentiality.
- Material that infringes copyright.

Such content may be deleted, reported and acted upon where appropriate.

Images and Videos

Photographs and videos may be used to celebrate learning and achievement.

All use of photographs and videos will comply with:

- Parental consent arrangements.
- Data protection legislation.
- Safeguarding procedures.

The school will:

- Avoid publishing full pupil names alongside images.
- Use images appropriately and sensitively.
- Remove images where appropriate if concerns arise.
- Ensure pupils are represented positively.

Use of Artificial Intelligence (AI)

The school recognises that Artificial Intelligence (AI) is becoming increasingly common within digital communication.

When using AI-generated content, staff must:

- Ensure information is accurate.
- Check content carefully before publication.
- Maintain professional standards.
- Ensure safeguarding and confidentiality are protected.
- Comply with copyright and data protection requirements.

AI-generated imagery or content must never be used in a way that could misrepresent pupils, staff or members of the school community.

Safeguarding

Safeguarding remains the highest priority.

The school will ensure that:

- Social media is used safely and responsibly.
- Personal information is protected.
- Online safety guidance is followed.
- Concerns are dealt with promptly.
- Appropriate procedures are followed where safeguarding issues arise.

Any safeguarding concerns identified through social media activity will be referred to the Designated Safeguarding Lead immediately.

Expectations of Staff

Staff must:

- Follow the Staff Code of Conduct.
- Maintain professional boundaries.
- Protect confidentiality.
- Avoid discussing individual pupils or families online.
- Obtain approval before posting on behalf of the school.
- Ensure content reflects school values and expectations.

Staff should never use personal social media accounts to communicate with pupils.

Expectations of Parents and Carers

Parents and carers are encouraged to engage positively with school social media platforms.

Parents and carers should:

- Communicate respectfully.
- Follow school procedures for raising concerns.
- Respect the privacy of others.
- Avoid sharing images of other children without permission.

- Avoid posting content that may harm or undermine members of the school community.

Concerns about school matters should be raised directly with the school rather than through social media platforms.

Data Protection

The school complies with UK GDPR and Data Protection legislation.

Personal information will only be shared where lawful, necessary and appropriate.

Staff are expected to:

- Handle data responsibly.
 - Protect confidential information.
 - Follow school procedures regarding information sharing.
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Monitoring and Review

The Headteacher and Senior Leadership Team will monitor the implementation of this policy.

Monitoring may include:

- Social media activity.
- Online interactions.
- Safeguarding concerns.
- Parent feedback.
- Compliance with school procedures.

The policy will be reviewed annually or sooner if changes in technology, safeguarding guidance or legislation require amendment.

Linked Policies

- Child Protection and Safeguarding Policy

- Online Safety Policy
 - Staff Code of Conduct
 - Data Protection Policy
 - ICT Acceptable Use Policy
 - Behaviour Policy
 - Parents, Carers and Visitors Behaviour Policy
 - Photography and Images Guidance
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Through responsible use of social media and digital communication, St Michael Catholic Primary and Nursery School seeks to celebrate success, strengthen relationships and communicate effectively whilst protecting the safety, wellbeing and dignity of all members of the school community.