



SOCIAL MEDIA POLICY

BOTH SCHOOLS INCLUDING EYFS AND BOARDING

Governors' Committee normally reviewing:	Governance Committee
Date last formally approved by the Governors :	Summer Term 2025
Date became effective :	May 2015

Period of Review:	Annually
Next Review Date :	Summer Term 2026

Person responsible for implementation and monitoring :	Designated Safeguarding Lead Director of Marketing
Other relevant policies :	<ul style="list-style-type: none">• Safeguarding (Child Protection and Staff Behaviour) Policy• Anti-Bullying Policy• Behaviour and Discipline Policy• PSHE Policy• Safer Recruitment Policy• Equality Policy• Online Safety ICT Acceptable Use Policy

The following Policy encompasses the Aims and Ethos of the Preparatory School and the Senior School

[Aims and Ethos](#)

SAFEGUARDING STATEMENT

Felsted is committed to maintaining a safe and secure environment for all pupils and a 'culture of vigilance' to safeguard and protect all in its care, and to all aspects of its 'Safeguarding (Child Protection and Staff Behaviour) Policy'.

EQUAL OPPORTUNITIES STATEMENT

The aims of the School and the principles of excellent pastoral care will be applied to all children irrespective of their race, sex, disability, religion or belief, sexual orientation, gender reassignment or pregnancy or maternity; equally these characteristics will be recognised and respected, and the School will aim to provide a positive culture of tolerance, equality and mutual respect.

SOCIAL MEDIA AND NETWORKING POLICY

1. Policy Statement

To ensure clarity of use and guidance for staff, pupils and all users regarding the use of social media and networking applications.

This policy is designed to protect individual members of staff, pupils and all users.

This policy applies to the use of social media for both business and personal purposes, whether during School / working hours or otherwise. This policy applies regardless of whether the social media is accessed using school IT facilities and equipment or equipment belonging to members of staff, pupils or any other IT/internet enabled equipment.

Anyone setting up a social media account that is directly connected to Felsted School (using the name of Felsted School, a Felsted School logo, or clearly attached to Felsted School in some way) must follow all the guidelines in this policy.

All staff and pupils must read and understand the Online Safety and ICT Acceptable Use Policy and sign / accept the Staff Computer / Device Agreement and Code of Conduct for ICT.

2. Rationale

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new, relevant and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with duties to Felsted School ("the School"), the community, our legal responsibilities and our reputation.

The School use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to all members of staff and pupils.

The purpose of the policy is to:

- Safeguard all pupils and promote wellbeing;
- Ensure users are not exposed to risk as a result of their actions;
- Use social media in a respectful, positive and productive way that respects all parties involved;
- Ensure that the reputation of the School, its staff and governors is protected and that stakeholders understand their ambassadorial role with regard to the School;
- Protect the School from legal risks;
- Ensure that any users are clearly able to distinguish where information provided via social media is legitimately representative of the School.

3. Definitions and Scope

The School defines social media as 'any websites and applications that enable users to create and share content or to participate in social networking'. Social networking sites and tools include, but are not limited to, Facebook, Snapchat, TikTok, LinkedIn, YouTube and Instagram. It also includes forums and discussion boards such as Yahoo! Groups or Google Groups, online encyclopaedias such as Wikipedia, and any other web sites that allow individual users or organisations to use simple publishing tools.

Many of the principles of this policy also apply to other types of online presence such as virtual worlds.

All members of the School should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. They must also operate in line with the School's equality, harassment, child protection, safer recruitment and online safety and ICT acceptable use policies.

4. School-sanctioned use of social media and/or social media accounts using the name of Felsted School, a Felsted School logo, or clearly attached to Felsted School in some way

There are many legitimate uses of social media within the curriculum, and to support student learning and to share news with the wider Felsted School community. For example, the School and sub-departments of the School have official Instagram, Facebook, LinkedIn and TikTok accounts and several A-level courses require the use of blogs for assessment. There are also many possibilities for using social media to enhance and develop pupils' learning and to keep the Felsted School Community and our supporters in touch with the School.

When using school social media accounts and/or social media accounts using the name of Felsted School, a Felsted School logo, or clearly attached to Felsted School in some way, the following practices must be observed:

- 4.1. A distinct and dedicated social media site or account must be set up by the Marketing Department. This should be entirely separate from any personal social media accounts held and should be linked to an official school email account. Social media accounts must have a link to the Online Safety and ICT Acceptable Use Policy, have official Felsted branding by the Marketing Department and state that it is an 'Official Felsted School Approved Site'. If a social media account is identified (that uses the name of Felsted School, a Felsted School logo, or clearly attached to Felsted School in some way) that is not an official Felsted School approved site, this should be reported to the Marketing Department.
- 4.2. The social media account must be approved by the Director of Marketing and updates to passwords must be shared with the Marketing Department.
- 4.3. The content of any School-sanctioned social media site and/or social media accounts using the name of Felsted School, a Felsted School logo, or clearly attached to Felsted School (including reference to the School via personal profiles on social networking sites) in some way, should be entirely professional and should reflect well on the School.
- 4.4. Staff must not publish photographs of pupils without the written consent of parents / carers, or the pupil themselves if they are deemed of the age and ability to provide

their own consent. Standard practice is to publish only the first name and initial of surname, unless permission has been given by parents or pupils (if deemed of the age and ability to provide their own consent) for the full name to be used. School sanctioned social media sites must use images of children in suitable clothing.

- 4.5. Staff must take into account the Safeguarding (Child Protection and Staff Behaviour) Policy when making any posts on school social media accounts.
- 4.6. School social media accounts must not follow, be friends with or similar, any current pupil of the school of any age or any former pupil of the school under the age of 18.
- 4.7. Any links to external sites from the accounts must be appropriate and safe; if they are shared these must be verified as reputable sites. Only appropriate hashtags should ever be used.
- 4.8. Any inappropriate comments on, or abuse of, school-sanctioned social media and/or social media accounts using the name of Felsted School, a Felsted School logo, or clearly attached to Felsted School in some way, should immediately be removed and reported to the Online Officer, Designated Safeguarding Lead (DSL) and the Marketing Department (if appropriate). It is the responsibility of everyone using the site and social media in general to report abuse immediately.
- 4.9. Members of staff are responsible for overseeing and monitoring any social media account attributed to their area of responsibility where the social media account is using the name of Felsted School, a Felsted School logo, or clearly attached to Felsted School in some way. Felsted School social media accounts are audited by the Marketing department.
- 4.10. Staff must not use copyright protected images and/or content on any social media sites/platforms that are managed by the School.

5. Use of social media for staff - for personal and professional use

- 5.1. Staff must not have 1:1 communication, including direct messaging (DM), with pupils through any social media, including any school social media accounts.
- 5.2. Staff should not request or accept any current pupil of the School of any age or any former pupil of the School under the age of 18 as a friend, follower, subscriber or similar on any personal social media account unless they are the parent of the pupil, a close family member or family friend.
- 5.3. Staff must not permit or allow any school social media account to follow, be friends with or similar, any current pupil of the school of any age or ex pupil of the school under the age of 18.
- 5.4. It is advisable that staff do not have contact with past pupils who are above school age. Staff may remain in communication with past pupils via a school email account.
- 5.5. Upper Sixth pupils are invited to join The Felsted Network LinkedIn page, that some staff are also members of, once they have left the School.
- 5.6. Any communication received from current pupils to a member of staff on any personal social media sites must be reported immediately to the DSL.

- 5.7. If any member of staff is aware of any inappropriate communications involving any pupils in any social media, these must immediately be reported to the DSLs.
- 5.8. Members of staff must ensure that, wherever possible, and where the social media site allows, their privacy settings on social media sites are set so that pupils cannot access information relating to their personal lives or follow them on their personal accounts.
- 5.9. All email communication between staff and pupils of the School on school business must be made from an official school email account. Staff must not use personal email accounts or personal mobile phones to contact pupils of the School.
- 5.10. Staff should not post or publish on the internet or on any personal social networking site, any reference to the School or their colleagues (apart from in the context of using social media for networking or marketing purposes, such as LinkedIn), parents, pupils or family related information or discuss pupils or colleagues or criticise the School or staff. Staff may like, share or make appropriate comments in response to the School's official social media accounts, in accordance with Section 4.
- 5.11. Staff must not post images on any unofficial Felsted social media account that includes pupils, unless sharing posts made from a School official social media account.
- 5.12. Staff are instructed to consider the reputation of the School in any posts or comments related to the School on any social media accounts. Reputational breaches by staff are dealt with via the Disciplinary Policy.
- 5.13. When a member of staff has left the School, any reference or association as a 'current' employee of Felsted must be removed from personal social media accounts.

6. Guidance and advice for staff

Most common social networking sites are inherently insecure places to have discussions which contain any sensitive information. Privacy laws can be violated and the reputation of our school can be damaged if the public sees a discussion of any sensitive information taking place on social networking. Staff should be aware that these types of cases can result in disciplinary action.

Proprietary Information

Staff may not share information that is confidential and proprietary about the School. This includes information about services, programmes, financial, strategy, and any other internal confidential, proprietary, or sensitive workplace information that has not been publicly released by the School. These are given as examples only and do not cover the range of what the School considers confidential and proprietary. If staff have any questions about whether information is proprietary, they must speak to their Line Manager or SLT/Prep LT member before releasing it. Staff must also be aware of the points made within their employment contract when they joined the School, a copy which can be obtained from HR.

The School's logo and mascots may not be used without explicit permission in writing from the Marketing Department; the School owns the rights to all logos, mascots, mottos and phraseology and their usage.

Workplace Privacy

The School respects staff member rights to privacy and to express themselves. However,

the School and staff members must also respect, and diligently protect, the privacy of fellow staff members, pupils, parents, and others. Privacy and confidentiality must be maintained in every possible way.

Staff must not discuss pupil or family related information via social networking and public social media, texting, or online unless it is an approved medium and for a school related purpose.

The School will honour the privacy rights of current and past employees, current and past pupils and their families, and anyone else associated with the School, by seeking permission before writing about or displaying internal school happenings which might be considered to be a breach of their privacy and confidentiality.

Privacy and Security Settings

The School recommends staff use security and privacy settings provided by social networking sites. Regardless of privacy settings, staff are advised to be respectful and responsible in all activity if it in any way involves or references the School, job, or those staff work with.

Staff must understand that on-line content is difficult, if not impossible to retract once posted or sent.

Blogging and Websites

If staff are developing a website or writing a blog that will mention the School and/or staff, governors, pupils, parents and volunteers, they **MUST** get permission first before writing anything, and advise the Head they are intending to do this. The Head may choose to inspect this from time to time.

It is important that staff make appropriate decisions about work-related blogging and the content of blogs, personal websites and / or postings. Staff are advised to use caution with postings on video or picture-sharing sites, or in comments made elsewhere on the public internet and in responding to comments from posters either publicly or via email. If staff are assisting pupils to develop a website or blog, this must first be approved by the Head/SLT/prep LT member and the Head /SLT/Prep LT member must be given password access.

Legal Liability

Staff should recognise that there is the possibility of being legally liable for something inappropriate that is shared online.

The Media

If a member of the media or non-traditional online media (including bloggers) contacts a member of staff about the business of the School (e.g., programmes, services, pupils, parents, clubs, policies, practices, or additional business information of any kind), the individual must contact the Marketing Department prior to responding.

7. Use of social media for pupils

7.1. Pupils' use of social media on any School IT systems, School Managed Chromebooks and School IT (Google) accounts accessed at any time (including during online

learning) and equipment/devices and any personal devices (including hand held devices, watches or any other internet enabled device) brought on to the School site or at a School activity, must comply with the Pupils' Computer/Device Usage Agreement and the School's Online Safety and ICT Acceptable Use Policy. Pupils should also follow any additional code of conduct / guidelines put in place for online learning from home.

- 7.2. Pupils must not access any social media that is for adults only or if the pupil does not meet the minimum age requirement.
- 7.3. Anonymous sites must not be accessed as there is a high risk that inappropriate comments can be exchanged, causing distress or endangerment.
- 7.4. Bad, including offensive, explicit or abusive, language and inappropriate pictures must never be included in messages.
- 7.5. All messages should be positive and not include anything that could be upsetting or defamatory towards others or the School.
- 7.6. Pupils must take responsibility for keeping details of their accounts private, using full privacy settings and logging off properly and not allowing others to use their accounts.
- 7.7. Pupils must report anything offensive or upsetting that they see online to the appropriate bodies, either by using the "report abuse" tabs or by speaking to their parents or a member of staff.
- 7.8. It is a serious offence to use another person's account, or to create an account in another person's name without their consent.
- 7.9. Pupils should not regard anything posted online as private and should remember that harassment, defamatory attitudes and racism are just some issues that could lead to prosecution.
- 7.10. An individual's "Digital Footprint" is becoming increasingly significant when it comes to job and university applications. If unfortunate decisions are made, it will be extremely difficult, perhaps impossible, to eliminate the evidence.
- 7.11. If pupils see inappropriate postings by other pupils, they must inform the School so that steps can be taken to avoid possible repercussions.
- 7.12. The Malicious Communications Act applies to social media interaction by Pupils, Staff and Parents of the School.
- 7.13. The age restrictions for social media platforms" link (see further guidance) is used as a visual aid for pupils. It demonstrates the ages at which children are allowed to access various Social Media platforms, as well as serving as a starting point for discussion about the safe use of Social Media.
- 7.14. Within Hamilton House (the Prep School Boarding House) any social media sites on personal devices must be sanctioned and monitored by parents and fall within the relevant age restriction. Boarders in Hamilton House are not permitted to access any social media platforms that are not age appropriate whilst boarding. If there is evidence of access then the School's Behaviour and Discipline Policy will be followed.
- 7.15. Pupils must have permission from the relevant HM or Head of Department and the

Marketing Department for any social media accounts using the name of Felsted School, a Felsted School logo, or clearly attached to Felsted School in some way

8. Use of social media for parents

- 8.1. Positive contributions to School Social Media are welcomed.
- 8.2. Any concerns or issues about the School, its pupils or staff should be expressed directly to the School and not be voiced on social media.
- 8.3. Parents must obtain permission before posting pictures that contain other parents or their children, unless sharing or liking a post from the School's official social media account.
- 8.4. If parents become aware of inappropriate use of social media by their own or other people's children, they should contact the School so that the School can work with the parents to educate young people on safe and appropriate behaviour.
- 8.5. If parents become aware of the inappropriate use of social media by other parents or school staff, they should inform the School so that steps can be taken to remedy the situation.

Further Guidance

Further guidance on educating and safeguarding young people online and responding to incidents:

Sexting

[UK Council for Child Internet Safety Guidance - Sexting](#)

Online safety advice for pupils, parents and teachers:

www.thinkuknow.co.uk

<http://www.saferinternet.org.uk/>

<https://www.internetmatters.org/>

Cyberbullying

<https://www.childnet.com/resources/cyberbullying-guidance-for-schools/>

Preventing radicalisation

educateagainsthate.com

www.gov.uk/government/publications/the-use-of-social-media-for-online-radicalisation

Social Media Restrictions for Social Media Platforms

What are the age limits for social media apps and platforms?

It is vital that parents, pupils and staff know the age restrictions that are applied to many popular apps. As this is a fast moving area we would recommend that parents (with their child) always check before a child accesses an app from an internet safety website such as Internet Matters, for which there is a link below. We do not endorse the use of these apps; this information is provided only to help support your children to use social media safely.

<https://www.internetmatters.org/resources/what-age-can-my-child-start-social-networking/>