



Gawber Primary School



Social Media Policy

March 2026

Review date March 2028

Person responsible for the Policy	Dawn Bradshaw
Date Agreed by Governors	March 2026
Review Date	March 2028
Is this Policy to appear on the school website	Yes

Headteacher's Signature	Dawn Bradshaw
Date	16.03.26
Chair of Governor's Signature	Emma Casimir
Date	16.03.26

Introduction

This policy has been formally adopted by the governors of Gawber Primary School. It was initially presented as a model policy by B.M.B.C. and it has been accepted or adapted to reflect our practice.

Aims and Principles

The policy is underpinned by the central aims of Gawber Primary and values held by the school community.

Aims of the school

Gawber is committed to promoting high standards of academic achievement for all learners in all subjects.

As a school we will continue to develop and instil key life skills and values in our pupils. We will encourage positive relationships and communications between home, our community and the wider world.

In particular, Gawber School has an inclusive approach to our provision. Our aim is always to involve all our children and stakeholders in all areas of the curriculum and school life. In accordance with our Disability Equality Scheme we recognise that this may mean making special adaptations or arrangements from time to time for children with specific disabilities.

Background Information

Gawber Primary School is a caring and open school, where parents, children, staff and the wider school community all know that their views and needs will be listened to, in both education and personal areas.

Statement of Intent

Gawber Primary School understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school.

Key Roles and Responsibilities

The Governing Board has overall responsibility for the implementation of the Social Media Policy and procedures at Gawber Primary School.

The Governing Board has responsibility for ensuring that the Social Media Policy, does not discriminate on any grounds, including but not limited to: ethnicity/national origin, culture, religion, gender, disability or sexual orientation.

The Governing Board has responsibility for handling complaints regarding this policy as outlined in the school's Complaints Policy.

The headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Gawber Primary School.

Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils do so also. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.

Parents and carers will be expected to take responsibility for the social media habits of their child/children at home.

Parents and carers will be expected to promote safe social media behaviour.

The School's E-safety Team and Network Manager

The school's e-safety team consists of: Mrs Bradshaw, Mrs Maul, Miss Wilson and Mrs Casimir (Chair of Governors).

Definitions

Gawber Primary School defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:

Online discussion forums, such as netmums.com.

Collaborative spaces, such as Facebook.

Media sharing services, such as YouTube.

'Micro-blogging' applications, such as Twitter.

Gawber Primary School defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.

Gawber Primary School defines "members of the school community" as any teacher, member of support staff, pupil, parent/carer of pupil, governor or ex-pupil.

Training of Staff

At Gawber Primary School we recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils.

Teachers and support staff will receive training on the Social Media Policy as part of their new starter induction.

Teachers and support staff will receive regular and ongoing training as part of their development.

Pupil Expectations

Pupils are responsible for following the school rules and will be expected to follow requests from teachers.

Social Media Use – Staff

Staff may not access social media during lesson time, unless it is part of a curriculum activity.

Staff may use social media during their break times on their personal devices.

Members of staff should avoid using social media in front of pupils.

Members of staff must not “friend” or otherwise contact pupils or parents/carers through social media.

If pupils or parents/carers attempt to “friend” or otherwise contact members of staff through social media, they should be reported to the headteacher.

Members of staff must not post content online which is damaging to the school or any of its staff or pupils.

Where teachers or members of staff use social media in a personal capacity, they should make it clear that their views are personal.

Teachers or members of staff must not post any information which could identify a pupil, class or the school.

Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.

Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal.

Members of staff should be aware that if their out-of-work activity brings Gawber Primary School into disrepute, disciplinary action will be taken.

Members of staff should regularly check their online presence for negative content via search engines.

If inappropriate content is accessed online, an inappropriate website content report form should be completed and passed on to the headteacher.

If uploading content to the school’s social media account X (formerly Twitter) staff must make every effort to ensure that children’s names are never used in conjunction with a photograph. Staff must be aware of any child whose parents do not wish them to be on social media and be vigilant in ensuring this does not happen.

If a child’s image is accidentally uploaded to social media, the member of staff must immediately inform Mrs Bradshaw, Mrs Maul or Miss Wilson who will inform parents and ensure that the image is removed.

Attempts to bully, coerce or manipulate members of the school community, via social media, by teachers and members of staff will be dealt with as a disciplinary matter.

Members of staff should not leave a computer or other device logged in when away from their desk, or save passwords.

Social Media Use – Pupils and Parents/Carers

Pupils may not access social media during lesson time, unless it is part of a curriculum activity.

Breaches of this policy by pupils will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to exclusion.

Pupils and parents/carers must not attempt to “friend” or otherwise contact members of staff through social media. If attempts to contact members of staff through social media are made, they will be reported to the headteacher.

If members of staff attempt to “friend” or otherwise contact pupils or parents/carers through social media, they should be reported to the headteacher.

Pupils and parents/carers should not post anonymously or under an alias to evade the guidance given in this policy.

Pupils and parents/carers must not post content online which is damaging to the school or any of its staff or pupils.

Pupils at Gawber Primary School must not sign up to social media sites that have an age restriction above the pupil’s age.

If inappropriate content is accessed online on school premises, it must be reported to a teacher.

Staff will respect parents’ wishes if they stipulate that they do not want their child’s photograph present on social media e.g X (Twitter).

If at any time a parent is unhappy with any content that their child is involved in on social media they should contact the school and it will be removed immediately.

Blocked Content/ Filtering and Monitoring

All social networking sites are blocked for use by the pupils.

Attempts to circumvent the network’s firewalls will result in a ban from using school computing equipment, other than with close supervision.

Inappropriate content which is accessed on the school computers should be reported to the headteacher so that the site can be blocked.

The school receives a daily report on any websites (including social media sites) that have had access denied. The headteacher monitors this daily report and acts accordingly if there have been attempts to access social media sites by either children or staff.

The final decision on whether access should be granted to a site will be made by the headteacher.

Cyber bullying

At Gawber Primary School, cyber bullying is taken seriously.

Incidents of cyber bullying will be dealt with and reported along the same route as the Anti-Bullying Policy.

Staff members should never respond or retaliate to cyberbullying incidents. Incidents should instead be reported as inappropriate, and support sought from their line manager or senior staff member.

Evidence from the incident should be saved, including screen prints of messages or web pages, and the time and date of the incident.

Where the perpetrator is a current pupil or colleague, most cases can be dealt with through the school's own disciplinary procedures.

Where the perpetrator is an adult, in nearly all cases, a senior staff member should invite the victim to a meeting to address their concerns. Where appropriate, the perpetrator will be asked to remove the offensive content.

If the perpetrator refuses to comply, it is up to the school to decide what to do next. This could include contacting the internet service provider in question through their reporting mechanisms, if the offensive content breaches their terms and conditions.

If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school should consider contacting the police.

As part of our on-going commitment to the prevention of cyber bullying, regular education and discussion about e-safety will take place as part of computing and PSHCE/RSHE.

This policy should be read in conjunction with the following policies: Behaviour, E-Safety, RSHE, Staff Code of Conduct