



Social Media Policy

This policy has been adopted by Pathfinder Multi Academy Trust and is applicable across all schools that make up the Trust. In line with the MAT's Scheme of Delegation, this Policy must be duly applied by each Local Governing Committee and the Headteacher of each school in Pathfinder Multi Academy Trust.

Where there are specific details or any discretions in the policy that apply to an individual school or Local Governing Committee this has been made clear within the wording of the policy.

This policy will be reviewed in line with the agreed timetable for policy review or sooner as events or legislation changes require.

Date Adopted: **February 2026**

Date for Review: **February 2028**

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2026-28 changes to this policy:

- Reference to the use of X (formally Twitter) removed.
- Section 3 - reference to the Staff Disciplinary Policy being used as well as as the Staff Code of Conduct when addressing concerns regarding a member of staff's personal use of social media.
- Section 8 - Staff Disciplinary Policy added to the list of related policies.

1 Purpose and scope

This policy aims to:

- Set guidelines and rules on the use of the Trust and its schools' social media channels
- Establish clear expectations for the way members of our school communities engage with each other online
- Support the Trust and its schools' policies on data protection, online safety and child protection and safeguarding.

Staff, students and parents/carers are required to read, understand and comply with this Social Media Policy.

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether the social media account is accessed using:

- school IT facilities and equipment
- Equipment belonging to members of staff and students
- Any other IT/Internet-enabled equipment

All members of our school communities 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. Everyone must also operate in line with our Equalities, Child Protection and Safeguarding, Safer Recruitment, Online Safety and Acceptable Use Policies.

1.1 Definition of social media

For the purpose of this policy, 'social media' is considered to include all technologies that allow individuals to communicate and share information (including photos and videos). This includes group messaging services such as WhatsApp.

2 Use of official school social media accounts

Schools within Pathfinder Multi Academy Trust use a variety of social media channels, including Facebook, Instagram, YouTube and LinkedIn.

These accounts are managed by designated members of staff. Staff members who have not been authorised to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you would like to appear on the school's social media channel(s), please speak to the Headteacher.

2.1 Social media channels

The Trust and its schools will post on its social media channels:

- Alerts about changes (e.g. changes to procedures, severe weather updates, staffing changes)
- Reminders (e.g. approaching deadlines, events or class activities, reminders about policies/procedures)
- Advertisements for school events or activities
- Job vacancies or requests for volunteers
- Links to newsletters, guidance and factsheets for parents and carers

- Achievements of students and staff
- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals

The Trust and its schools **will not** post on its social media channels:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for business unless directly related to the school
- Any posts from personal staff, student or parent/carer social media accounts
- Any information which may identify an individual's personal circumstances
- Links to staff members' personal accounts

2.2 Moderation

Staff responsible for managing the Trust and individual school social media accounts will delete as soon as reasonably possible:

- Abusive, racist, sexist, homophobic or inflammatory comments
- Comments we consider to be spam
- Personal information, such as telephone numbers, address details, etc.
- Posts that advertise unrelated commercial activity

Every reasonable effort will be taken to politely address concerns or behaviour of individual users. If users are repeatedly abusive or inappropriate, measures will be taken which may include reporting the user and their comments to the social media platform, blocking the user and taking legal action if necessary.

Staff responsible for managing social media accounts will also ensure that all content shared on social media platforms is age appropriate for the school community.

2.3 Following other social media users

The Trust and its schools:

- Will only like or share posts with a non-commercial interest - being 'liked' by the Trust or school does not imply endorsement of any kind
- May follow other users if you follow the Trust or school - being followed by the Trust or school does not imply endorsement of any kind

3 Personal use of social media by staff

The Trust expects all staff (including governors, trustees and volunteers) to consider the safety of students and the risks (reputational and financial) to the Trust and its schools when using social media channels, including when doing so in a personal capacity. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff members will report any safeguarding issues they become aware of.

When using social media, staff **should not**:

- Use personal accounts to conduct Trust or school business
- Accept 'friend requests' from, or communicate with students past or present
- Accept 'friend requests' from, or communicate with parents/carers, past or present*

- Complain about the Trust, school, individual students, colleagues or parents/carers
- Reference or share information about individual students, colleagues or parents/carers
- Post images of students
- Express personal views or opinions that could be interpreted as those of the Trust or one of its schools
- Link their social media profile to their work email account
- Use social media to contact past or present students after leaving the employment of the Trust

*The Trust acknowledges that some members of staff may also be parents at their school and be friends with other parents/carers online. Staff should consider the content they post on social media and follow the professional standards outlined in the Staff Code of Conduct and guidance within this policy.

All staff will be mindful that what they post on social media may potentially be viewable by parents/carers, students and other members of staff and should consider the content of their posts carefully.

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the Staff Code of Conduct and Staff Disciplinary Policies.

Any communication received from current students (unless they are family members) on any personal social media accounts must be reported to the Designated Safeguarding Lead (DSL) or member of the senior leadership team immediately.

Staff should not also have contact via personal accounts with past students (if ongoing communication is required, this should be done using official school channels).

Staff should consider carefully how their social media accounts are set up, including how easy it is for students or parents/carers to find their personal accounts and what they may be able to see. We recommend that all staff:

- Check the privacy settings on their social media accounts and limit access to friends and family etc
- Consider using a name and profile picture which doesn't directly identify them

4 Personal use of social media by students

Students are encouraged to:

- Be respectful to members of staff, and the school, at all times
- Be respectful to other students and parents/carers
- Direct any complaints or concerns through the school's official channels, so they can be dealt with appropriately

Students **should not** use social media to:

- Complain about individual members of staff
- Complain about the school
- Make inappropriate comments about members of staff, other students or parents/carers
- Post images or videos of other students without their permission

Students are not permitted to use social media during the school day. Any concerns about a student's social media use will be dealt with in line with the school's Behaviour Policy.

5 Personal use of social media by parents/carers

The Trust and its schools expect parents/carers to help model safe, responsible and appropriate social media use for our students.

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- Be respectful towards, and about, members of staff, the school and Trust at all times
- Be respectful of, and about, other parents/carers and other students and children
- Direct any complaints or concerns through the Trust/school's official channels, so they can be dealt with appropriately.

Parents/carers **should not** use social media to:

- Complain about individual members of staff, other parents/carers or students
- Complain about the school or the Trust
- Make inappropriate comments about members of staff, other parents/carers or students
- Draw attention to, or discuss, behaviour incidents
- Post images or videos of children other than their own

Parents/carers are reminded that social media is not a legitimate way to raise concerns about their child's school. Any concerns should be directed to the school in the first instance in line with the Trust's Complaints Procedure.

7 Monitoring and review

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

8 Related policies

- Child Protection and Safeguarding Policy
- Staff Code of Conduct
- Staff Disciplinary Policy
- Acceptable Use Policy
- Data Protection Policy
- Complaints Procedure