**[Name of School]**

**Social media code of conduct**

Adopted: Review date:

***Note:*** *Blue boxes contain advisory notes which should be read and deleted. These indicate where schools need to make decisions or choices.*

*[Name of school]* recognises the range of benefits that social media can provide for the school. Social media keeps staff, parents/carers and pupils up to date, allows the school to communicate and connect with the community and has the potential to enhance the school’s reputation.

*[Name of school]* understands that staff, pupils and parents/carers may be regular social media users. *[Name of school]* has no intention to control their use of social media beyond reasonable requests to protect all stakeholders and the reputation of *[name of school].*

The purpose of this code of conduct is to ensure that all staff, pupils and parents/carers understand *[name of school]* expectations around social media use. The code aims to clarify unacceptable behaviour and sets out actions that *[name of school]* can take should this code be ignored.

This code covers use of social media for school purposes as well as personal use of social media. This code applies to social media sites including (but not limited to) Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, personal blogs etc.

***Note:*** *All of the following bullet lists should be altered and amended to relate to your school specifically.*

**All members of the school community (staff, pupils and parents/carers)**

* Members of the school community must not take part in any activities or debates on social media which might bring *[name of school]* into disrepute.
* Members of the school community should not post or share any images or videos taken at *[name of school]* without permission of the school.
* Members of the school community must not post any inappropriate or offensive comments about *[name of school]*, pupils, staff or parents/carers.
* Members of the school community should not upload/share images and videos of other pupils, staff and parents/carers. Images and videos taken to promote or share achievements from *[name of school]* may be shared via official school sites with permission of the school and the person pictured/videoed.

**Staff**

* Staff should not add or accept any requests from current pupils or ex-pupils under the age of 16.
* Staff may use social media in school where deemed appropriate, e.g. to promote the school, for CPD etc.

If a member of staff breaks this code of conduct, they will be asked to remove any inappropriate content and disciplined according to *[name of school]* staff discipline, conduct and grievance policy. In cases where behaviour is considered to be a potentially criminal matter, *[name of school]* will refer to the police.

**Pupils**

* Pupils should not add or accept any requests from members of staff. If pupils wish to communicate with staff, they should do so through official school channels.
* Pupils must not abuse or bully other pupils. They must be aware of how to report abuse and inappropriate content on social media.
* Pupils may access social media on school devices where deemed appropriate e.g. to learn about online safety, research for a school assignment etc.

If a pupil breaks this code of conduct, they will be asked to remove any inappropriate content and sanctioned according to *[name of school]* behaviour policies. In cases where behaviour is considered to be a potentially criminal matter, *[name of school]* will refer to the police.

**Parents/carers**

* Parents/carers must not use social media to express any frustrations or concerns with *[name of school]*. If a parent/carer wishes to submit a formal complaint, they should do so via *[name of* school] complaints procedure.

If a parent/carer breaks this code of conduct, the parent will be asked to remove any inappropriate content and may be invited into *[name of school]* for a formal meeting. In cases where behaviour is considered to be a potentially criminal matter, *[name of school]* will refer to the police.

**Note:** Make a note of where any relevant policies can be found/accessed.

All staff, pupils and parents/carers must sign this code of conduct.

I, as a member of staff at *[name of school],*  agree to follow the social media code of conduct. I understand that if I break any of these rules, sanctions may follow.

**Name of staff member** …………………………………………………………………

**Signed**  ………………………………………………………………… **Date** ………………………………….

I, as a pupil at *[name of school]*, agree to follow the social media code of conduct and to follow any other rules deemed necessary for my safety and wellbeing. I understand that if I break any of these rules, sanctions may follow.

**Name of pupil** …………………………………………………………………

**Signed**  ………………………………………………………………… **Date** ………………………………….

I, as a parent/carer at *[name of school]*, agree that my I will follow the rules of the social media code of conduct. I understand that if I break any of these rules, sanctions may follow.

**Name of parent/carer** …………………………………………………………………

**Signed**  ………………………………………………………………… **Date** ………………………………….