



Moreton Morrell C of E Primary School

Social Media Code of Conduct

STATEMENT OF INTENT

At Moreton Morrell C of E Primary School, we recognise that social media can be a helpful way for our school community to stay connected and informed. At the same time, we know that online activity can unfortunately have unintended impacts on children, families, staff and the wider school.

This code of conduct outlines how we ask parents and carers to use social media and messaging apps in ways that support positive relationships and uphold our values for everyone in the school community.

We appreciate you taking the time to read and follow the guidance below.

LEGAL FRAMEWORK

This document has been written with reference to relevant legislation and statutory guidance, including:

- Data Protection Act 2018
- UK General Data Protection Regulation (GDPR)
- Protection of Freedoms Act 2012.

It should be read alongside the school's:

- Safeguarding Policy
- Complaints Procedure
- Social Media Policy
- Data Protection Policy.

ONLINE SAFETY AND SOCIAL MEDIA CONDUCT

We kindly ask that all parents use social media in a respectful and considerate way. To help protect children, families, staff and the school, we ask parents and carers to avoid:

- Posting negative or misleading comments about children, parents, staff or the school
- Sharing concerns about the school's approaches, decisions or values publicly on social media (our Complaints Procedure offers an appropriate route for raising issues)
- Posting confidential or sensitive information, such as complaint outcomes
- Contacting staff through personal social media accounts or sending private messages
- Creating or joining groups or chats that could cause upset or target individuals or groups within the school community
- Posting photos or videos of children or staff without their consent.

The school may request that any content which could cause harm or distress is removed from social media.

Any concerns or complaints can be raised through the school's established procedures. Serious breaches of this code may need to be addressed formally.

We also ask that parents refrain from posting anonymously or under alternative names in relation to school matters.

STAFF MEMBERS WHO ARE ALSO PARENTS OR CARERS

We recognise that some members of staff at Moreton Morrell C of E Primary School are also parents or carers of children at the school and may therefore be members of parent messaging groups.

When staff are part of such groups, it is important that clear boundaries are maintained. We kindly ask that:

- Staff who are also parents or carers are treated as such within these groups and are not expected to respond to school-related queries or concerns
- Messaging groups are not used to seek clarification, raise concerns or request action from staff members, even if they are parents or carers at the school
- Staff are not discussed in a negative or inappropriate way within groups
- Staff adhere to the Staff Behaviour Policy (Code of Conduct) and staff who are parents or carers do not share confidential school information or engage in discussions that relate to internal school matters.

Any school-related concerns should always be raised through the appropriate school communication channels in line with the school's policies and procedures. This helps protect staff, parents and children, and ensures fairness and professionalism for everyone involved.

ONLINE MESSAGING

We understand that messaging apps such as WhatsApp can be a great way for parents to stay connected and support one another. We simply ask that these platforms are used positively and respectfully. In particular, we ask parents not to:

- Send unkind or hurtful messages to others
- Discuss staff, children or other families in a negative or inappropriate way
- Share sensitive or confidential information
- Speak on behalf of the school or imply that messages are official communications
- Engage in conversations that may bring the school or its staff into disrepute.

If any concerns arise from group chats or messaging activity, the school may contact parents to help resolve the issue promptly and constructively.

With parental permission, the headteacher may review messages where needed to support an effective resolution. In some cases, the school may ask that group chats are paused or closed if difficulties continue.

PHOTOGRAPHY AND IMAGES

Parents are welcome to take photos of their own children at certain school events, such as sports day or school performances. To protect the privacy and safety of all children and staff, we ask that parents and carers:

- Only photograph or film their own children
- Share images of their own children on social media only
- Do not photograph other children, staff or volunteers without consent
- Avoid taking photos during routine school times, such as drop-off and pick-up.

These steps help keep our school environment safe and respectful for everyone.

RESPONSIBILITY

We appreciate parents supporting the school by using social media and messaging apps thoughtfully and by encouraging children to do the same.

Parents are asked to follow this Code of Conduct and to help their children follow the same principles when using online platforms.

MONITORING AND REVIEW

The headteacher and the Local Governing Committee will review this code of conduct each year and will share any updates with parents, carers and staff.

The next scheduled review will take place in **November 2026**.