St. John's Primary School



Social Media Policy

UNCRC Article 3: Everyone who works with children should do what is best for each child.
UNCRC Article 19: Children should not be harmed and should be looked after and kept safe.
UNCRC Article 36: Children should be protected from doing things that could harm them.

Thinking learning Caring

Introduction

This policy has been devised to provide guidelines for the use of social media at St. John's School. The school recognises the increasing influence and impact of social media in today's world and this policy outlines the principles for both the school and its members to use services responsibly.

Rationale

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new and exciting ways. It is important that we can use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to our school, the community, our legal responsibilities and our reputation. For example, our use of social networking applications has implications for our duty to safeguard children. 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 at the school.

The purpose of this policy is to:

- Make a distinction between school-sanctioned use and personal use of social media
- Ensure that the reputation of the school and its members of staff are protected
- Safeguard all children
- Protect the school from legal risks
- Provide guidelines for the use of the school's Facebook account

Scope

This policy applies to St. John's School staff, pupils and their parents or carers, external contractors providing services on behalf of the school, teacher trainees and other trainees, volunteers and other individuals who work for or provide services on behalf of the school. These individuals are collectively referred to as 'staff members' in this policy.

This policy covers personal use of social media as well as the use of social media for official school purposes, including sites hosted and maintained on behalf of the school. This policy applies to personal webspace such as social networking sites (for example Facebook, LinkedIn, Instagram), online blogs, microblogs, chatrooms, forums, podcasts, open access online encyclopaedias such as Wikipedia, online gaming environments (for example Xbox Live), virtual worlds, social bookmarking sites such as del.icio.us and content sharing sites such as Flickr, Last.fm and YouTube.

The internet is a fast-moving technology, and it is impossible to cover all circumstances or emerging media – therefore the principles set out in this policy must be followed irrespective of the medium. All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with other school policy and procedures including Safeguarding and Child Protection, Data Protection and privacy statements, Digital Safeguarding, Mobile Device and Acceptable Use Policies.

Within this policy there is a distinction between use of school-sanctioned social media for professional educational purposes and personal use of social media.

School Sanctioned Use of Social Media

There are many legitimate uses of social media required by the school, namely, to provide access to content and services that enhance the curriculum and support student learning, as well as communication with pupils, parents and the wider community. For example, the school has an official Facebook page (St. John's School, Jersey) and many aspects of the curriculum taught are enhanced through the regular use of content sharing services (e.g. Scratch, YouTube).

When using social media for educational purposes, the following practices must be observed:

- Staff and other stakeholders are to seek permission from the Head Teacher if they require the set-up of a distinct and dedicated social media site or account for educational purposes. This should be entirely separate from any personal social media accounts held by that member of staff or stakeholder.
- All social media services and accounts created should be linked to an official school e-mail account (admin@stjohn.sch.je).
- The URL and identity of the site should be notified to the SLT before access is permitted for pupils and staff.
- Social media accounts created must not breach the terms and conditions of social media service providers, particularly regarding minimum age requirements.
- The content of any school-sanctioned social media site should be solely professional and should reflect well on the school.
- Staff and other stakeholders must not publish photographs of children without the written consent of parents/carers.
- Staff and other stakeholders must not identify by name any children featured in photographs or allow personal information to be published on school social media accounts.
- Care must be taken that any links to external sites from the account are appropriate and safe.
- Any inappropriate comments on or abuse of school-sanctioned social media should immediately be copied, removed and reported to either the Head Teacher or E-Safety coordinator.
- Staff should not engage with any direct messaging of pupils and parents through social media where the message is not public.

Personal Use of Social Media

The school acknowledges its members of staff and other stakeholders may use social media for personal reasons. There are many advantages to using social media in our daily lives, for example, services allow users to interact with one another, rediscover friends on social networking sites such as Facebook, keeping up with other people's lives on X, sharing ideas via Pinterest and maintaining pages on internet encyclopaedias such as Wikipedia. However, staff members and other stakeholders must be conscious at all times of the need to keep their personal and professional lives separate.

When using social media for personal purposes, the following practices must be observed:

- Members of staff and other stakeholders should not put themself in a position where there is a conflict between their work for the school and their personal interests.
- Members of staff and other stakeholders must not engage in activities involving social media which might bring St. John's School into disrepute.
- Members of staff are discouraged from inviting, accepting or engaging in communications with parents from the school community in any personal social media

whilst in employment at St. John's School. They are prohibited from contacting children on social media.

- Members of staff should not accept any current pupil of any age or any ex-pupil of the school under the age of 18 as a friend, follower, subscriber or similar on any personal social media account.
- If any member of staff or stakeholder is aware of any inappropriate communications involving any child in any social media these must immediately be reported to the Designated Safeguarding Lead (Mr Stuart Pallant – Deputy Head Teacher).
- Members of staff and other stakeholders are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts.
- School e-mail addresses and other official contact details must not be used for setting up personal social media accounts or to communicate through such media.
- All e-mail communication between staff and members of the school community on school business must be made from an official school e-mail account only (admin@stjohn.sch.je)
- Members of staff should not use personal e-mail accounts or mobile phones to contact members of the school community on school business, nor should any such contact be accepted, except in circumstances given prior approval by the Head Teacher.
- Members of staff and other stakeholders are advised to avoid posts or comments that refer to specific, individual matters related to the school and members of its community on any social media accounts.
- Members of staff and other stakeholders are also advised to consider the reputation of the school in any posts or comments related to the school on any social media accounts.
- Information staff members and other stakeholders have access to as part of their employment or link with the school, including personal information about pupils and their family members, colleagues and other parties and school corporate information must not be discussed on social media.
- St. John's School logos or brands must not be used or published on personal social media without permission.
- Members of staff must not identify themselves as employees of St. John's School or service providers for the school in their personal social media or webspace. This is to prevent information on these sites from being linked with the school and to safeguard the privacy of staff members, particularly those involved in providing sensitive frontline services.
- The school does not permit the personal use of social media while at work on the school premises. This also includes off site activities such as a school trip or local visit. Staff can access personal social media during breaks, provided they are away from children.

School's Use of Facebook

St. John's School has its own Facebook account as a tool for communicating with parents, alumni and the wider community. Facebook is a social networking service that allow people and organisations to connect with each other to share stories and media, promote events and publish messages and information that users will find useful and interesting. When a Facebook account has been set up the default is for it to be public, so anyone can 'follow you' and your posts are visible to any Facebook user. When someone 'follows you' they see your posts in their newsfeed. Facebook's mission is to "give people the power to share and make the world more open and connected". As a school that is continually refining communication, using technology we see the potential of Facebook in helping us to share information instantly with our parent audience. Nevertheless, the school also recognises the need for using the Facebook service in a responsible and safe way to help safeguard children and protect both the school and its members of staff (see Appendix A).

The school's official Facebook page is: **St. John's School, Jersey**

Guidelines for Facebook

The following practices must be observed (Appendix A also outlines most of these):

- The school's Facebook account is directed towards our parent body, alumni and the wider community and the usual terms and conditions of X and Facebook will apply.
- Facebook states that they are not designed to be a tool for children under 13 and therefore it is not appropriate for our pupils to be using these services directly with a personal account.
- The school's Facebook account is a public account and all posts published will be available to read by members of the public.
- The school's Facebook account is to be used as a blog to record school activity, provide announcements and reminders, share media and to tweet posts or links that reference established and known organisations that the school deems as appropriate and useful.
- To help protect the identity and privacy of pupils and members of staff we will restrict the publishing of photographs or videos in which our children and staff can be identified by face on our school's Facebook account. Exceptions to this will be the sharing of media for purposes deemed appropriate by the Head Teacher and usual permissions will be required for any staff or children featured.
- The school's Facebook account will never post or refer to the full names of children in our school.
- The school's Facebook account will disable geographical location data so that posts made off site such as on a school trip or school journey residential trip cannot be geographically traced.
- Posts on the school's Facebook account will be published by the SLT and any members of staff who wish to add a specific post must do so via a member of the SLT (this will ensure all posts made by the school are appropriate and have been checked).
- The school's Facebook account will only follow and accept followers of established and known organisations that have links with the school or a connection with education, children and family services (e.g. other schools, Department of Education, Government of Jersey).
- The school's Facebook account will block or report any user that is disrespectful, offensive, inappropriate or misuses these services.
- The school's Facebook account is monitored by the school.

In addition to all of the above the following guidelines will also be shared with our immediate users (once again Appendix A outlines these):

- You must be 13 years or over to use Facebook.
- Facebook terms and conditions apply.
- Do not post or publish material that contain photographs or videos showing the faces of children and staff from our school
- Do not post or publish any kind of personal information such as full names, age, contact numbers, where you live etc.
- Never post or publish something that may upset someone else.
- Never post or publish spam or advertisements.
- Never post or publish something that would put the school into disrepute.
- Remember that not everyone is who they say they are.
- Report misuse (including bullying and harassment) immediately.
- Use of the Facebook service is at user's own risk.

Online Reputation Management

St. John's works on the principle that if we don't manage our social media presence, someone else will. The school follows the advice given by Government of Jersey and the UK Safer Internet Centre on Online Reputation Management – understanding and managing our digital footprint (everything that can be seen or read about the school online). Negative coverage almost always causes some level of disruption. Up to half of all cases dealt with by the Professionals Online Safety Helpline (POSH: helpline@saferinternet.org.uk) involve schools' (and staff members') online reputation. Accordingly, St. John's will manage and monitor our social media footprint carefully to know what is being said about the school and to respond to criticism and praise in a fair, responsible manner.

Links with other School Policies and Practices

St. John's Social Media Policy will operate in conjunction with several other school policies, practices and action plans including:

- Teaching and Learning Policy
- Safeguarding and Child Protection Policy
- Mobile Device Policy
- Online Safety Policy
- Acceptable User Agreements
- Privacy Notice

Change History

Version	Date Issued	Issued by	Reason for Change	Presented To	Approved by:	Date
0.1	December 2025	JHa	Newly Introduced Policy	SLT		

Appendix A

St. John's Protocols and Guidelines for Facebook

For everyone in our school community to enjoy a safe and effective communication service from our Facebook account we have put together these protocols and guidelines.

Remember that our school Facebook account is a public account on social networking services – all posts and published information will be available to be read and searched by anybody.

School's Use:

- Our school Facebook account is to be used as a blog to record school activity
- Our school Facebook account will provide announcements and reminders, as well as sharing school related videos and photographs
- Our school Facebook account will sometimes publish links that reference established and known organisations that the school deems as appropriate and useful
- Our school Facebook account will restrict the posting/publishing of material that contain photographs or videos showing the faces of children and staff from our school *(exceptions to this will only be published with full permissions of children and staff featured)*
- Our school Facebook account will never post/publish or make reference to the full names of children in our school
- Our school will never reveal geographical location data of posts made off site such as on a school trip or school journey residential trip
- Our school Facebook account will not follow the personal accounts of parents, carers, staff, children or anyone else
- Our school Facebook account will only follow and accept followers of established and known organisations that have links with the school or a connection with education, children and family services (e.g. other schools, Department of Education)
- Our school Facebook account will block or report any user that is disrespectful, offensive, inappropriate or misuses the service
- Our school Facebook account will be monitored by the school

User's Use:

- You must be 13 years or over to use Facebook
- Do not post or publish material that contain photographs or videos showing the faces of children and staff from our school
- Do not post or publish any kind of personal information such as full names, age, contact numbers, where you live etc.
- Never post or publish something that may upset someone else
- Never post or publish spam or advertisements
- Never post or publish something that would put the school into disrepute
- Remember that not everyone is who they say they are – use these services with caution
- Report misuse (including bullying and harassment) immediately

Disclaimer:

St John's School does not accept responsibility for the content viewed or linked to whilst using Facebook services. Use of Facebook services is at own risk. Facebook terms and conditions apply.