



SOCIAL MEDIA CODE OF CONDUCT FOR PARENTS

Ben Rhydding Primary School

Approved by Governors and introduced January 2020



Introduction

Ben Rhydding Primary School understands the benefits of using social media; however if misused, the school community can be negatively affected, such as by damaging the school's reputation. This code of conduct sets out clear procedures for how we expect parents/guardians to conduct themselves on social media and when using messenger apps, such as WhatsApp.

Legal framework

This policy has due regard to statutory legislation, including, but not limited to, the following:

- Data Protection Act 2018
- Defamation Act 2013
- Protection of Freedoms Act 2012 (as amended)

E-safety and social media conduct

Ben Rhydding Primary School expects parents/guardians to behave in a respectful manner when online and will not tolerate any of the following behaviour online:

- Posting defamatory 'statuses' about fellow parents, pupils, the school or its employees
- Complaining about the school's values, methods and decision making on social media

The school has a complaints procedure for parents/guardians to follow should they have an grievance and/or complaint. This can be found on the school website.

- Parents/guardians will be made aware of their responsibilities regarding their use of social networking and their conduct online.
- Breaches of this code of conduct will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to legal procedures.
- Staff are not permitted to accept any request to 'friend' or 'follow' on social media and therefore parents/guardians are asked not to request this.
- Parents/guardians are asked not to post anonymously or under an alias to evade the guidance given in this code of conduct.



- Ben Rhydding Primary School retains the right to request any damaging material to be removed from social media websites.

Online messaging

Ben Rhydding Primary School expects parents/guardians to use messaging apps, such as WhatsApp, for purposes beneficial to themselves and the school, and will not accept any of the following behaviour:

- Sending abusive messages to fellow parents and pupils
- Sending abusive messages about members of staff, parents, pupils or the school
- Sending abusive messages to members of staff
- Sending abusive messages about the school

The school appreciates the simplicity and ease of instant messaging online; keeping in contact outside of school can benefit the school community by keeping the school community closer.

- Should any problems arise from contact over messaging apps, the school will act quickly by contacting parents/guardians directly, to stop any issues continuing.
- Ben Rhydding Primary School can request a meeting with parents/guardians if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.
- The school's complaints procedure will be followed as normal if any members of the parent teacher association or governing body cause any discrepancies through their conduct whilst using online messaging.
- The head teacher can, with the permission of the parent/guardian, view messages sent between members of the parental body in order to deal with problems quickly and effectively.
- The head teacher can request that 'group chats' are closed down should any problems continue between parents/guardians or parental bodies.

Monitoring and review

- The head teacher will review this code of conduct on a regular basis and will communicate any changes to all parents, Governors and staff.