

“Every child is a unique child of God.”



Whinmoor St Paul's (VA) C of E Primary School

Social Media Policy

(A guide for Staff, Pupils, Parents/Carers and the wider community.)

Every Child is a Unique Child of God

At Whinmoor St. Paul's Church of England Voluntary Aided Primary School, everything we do is underpinned at all times by the Christian ethos of valuing the individual. We believe that every child is respected as a unique child of God, the future adults in society. We believe children are gifts from God and we are privileged to work with their families and carers, to enable them to live life to the full.

Date: January 2026

Review Date: January 2030

Signed: Chair of Governors: Mrs R Davies

Date: January 2026



Our Mission and Ethos

At Whinmoor St Paul's we believe that every child is a unique child of God and lives in a world that God has made. We believe that all adults and children should be given opportunities to **'Let their Light Shine.'** We have a loving, caring community, underpinned by our Christian ethos, in which everyone, regardless of our differences, feels valued, nurtured and secure.

Our Vision...

- To promote the development of secure, happy, well-adjusted individuals who are equipped for lifelong learning

At Whinmoor St Paul's Primary School we believe that every child is a unique child of God and lives in a world that God has made.

Our aims are to...

- Provide a safe, happy and nurturing environment where every child can achieve their full potential
- Provide a curriculum which is knowledge-rich, wide, progressive, purposeful & connects to our community & the world we live in
- Enable each child, through fostering high expectations, to grow and develop intellectually, physically, spiritually, and morally in order to enable him/her to achieve their potential
- Develop attitudes which will be positively helpful to the individual child, the whole school and to society in general, valuing all faiths and cultures
- To build strong relationships with the local community, our city and the wider world

And to do all this as a caring community based on strong Christian values.

This policy is in addition to, and relates to, other school ICT guidance and policies including:

- E Safety and Social Media Guidance For School Based Staff (From Leeds City Council)
- Internet Usage Policy
- Rules for using ICT – Staff
- Rules for using ICT – Pupils

Statement of Intent

Whinmoor St Paul's understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school. E-Safety is a vitally important part of our Computing Curriculum.

We are committed to:

- Encouraging the responsible use of social media in support of the Whinmoor St Paul's mission, values and objectives.
- Protecting our pupils from the dangers of social media.

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- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff from cyber bullying and potentially career damaging behaviour.

Key roles and responsibilities

- The Governing Body has overall responsibility for the implementation of the Social Media Policy and procedures of Whinmoor St Paul's.
- The Governing Body has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity / national origin, culture, religion, gender, disability or sexual orientation.
- The Governing Body has responsibility for handling complaints regarding this policy as outlined in the school's Complaints Policy.
- The Headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Whinmoor St Paul's.
- Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils do so also. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.
- Parents and carers will be expected to take responsibility for the social media habits of their child / children at home.
- Parents and carers will be expected to promote safe social media behaviour.

Definitions

- Whinmoor St Paul's defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:
 - Blogs.
 - Online discussion forums, such as netmums.com.
 - Collaborative spaces, such as Facebook.
 - Media sharing services, such as YouTube.
 - 'Micro-blogging' applications, such as Twitter.
- Whinmoor St Paul's defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.
- Whinmoor St Paul's defines "members of the school community" as any teacher, member of support staff, pupil, parent / carer of pupil, governor or ex-pupil.
- Whinmoor St Paul's defines "staff" as all paid employees of the school or for the school.

Pupil expectations

Pupils are responsible for following the school rules and will be expected to follow requests from teachers.

Social media use – staff

-School currently use Class Dojo as a means of communicating with families. This setup allows the school community to join their child's class and become part of the whole school. The IT Lead oversees the usage of this and any comments not deemed appropriate by the school will be deleted. Any inappropriate comments may result in the follower being blocked from the site. Posts on any media outlet must not include a picture of a child and their name

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in the same tweet. It is also imperative that no personal information is shared on any post that may directly impact the safety any pupils in school.

- Any school social media passwords would be kept securely by staff members in school. The passwords must never be shared.
- Staff may not access social media during directed time, unless it is part of a lesson to support teaching and learning.
- The use of smart phone technology is not to be used during the lesson time unless it is part of the learning intention.
- Members of staff and governors must not use social media in front of pupils unless it is planned within the lesson to support teaching and learning.
- Members of staff and governors **must not** “friend” or otherwise contact pupils or parents / carers through social media if their only contact with these parents is as a result of their position within the school.
- If pupils or parents / carers attempt to “friend” or otherwise contact members of staff through social media, the Headteacher must be made aware of this relationship.
- Staff will not accept “friend” requests if the relationship is purely staff/parent, and there is no previous or alternative relationship.
- Staff should ensure that they have the highest privacy settings on any social media sites which they use.
- Members of staff should avoid identifying themselves as an employee of Whinmoor St Paul's on social media.
- Members of staff **must not** post content online which is damaging to the school or any of its staff or pupils.
- Where members of staff use social media in a personal capacity, they should make it clear that their views are personal.
- Members of staff must not post any information which could identify a pupil, class or the school.
- Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.
- Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, disciplinary action or dismissal.
- Members of staff should be aware that if their out-of-work activity brings the school into disrepute, disciplinary action will be taken.
- Attempts to bully, coerce or manipulate members of the school community by members of staff will be dealt with as a disciplinary matter.
- Staff may use social media during their break times in private and always away from the pupils.

Use of Zoom as part of blended learning

The use of Zoom is permitted as a way of communicating to staff and pupils. The following safeguarding points must be rigorously applied when communicating in this way:

- 1) Each meeting will have a one-time only meeting ID.
- 2) The password is a one-time only password
- 3) Pupils will only sign in with the first name
- 4) No parents or other children are to be in the video (parents may only feature for a very short time if they help set up the call for their child but must leave the meeting once their child is logged in).
- 5) All children will be on mute until the teacher unmutes them.
- 6) The teacher will lock the conversation window and emoji tool for all sessions.

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7) Recording for participants will be blocked and no permission to record on any other devices is given. When the meeting includes children, the staff member will record the session for safeguarding reasons.

8) If the staff member does not recognise anyone in the session, they will close the session altogether.

Social Media Use – pupils and parents / carers

- Pupils may not access social media during lesson time, unless it is part of a curriculum activity.
- Breaches of this policy by pupils will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, or exclusion.
- Pupils and parents / carers **must not** attempt to “friend” or otherwise contact members of staff through social media. If attempts to contact members of staff through social media are made, the Headteacher must be made aware of this relationship.
- Staff will not accept “friend” requests if the relationship is purely staff/parent, and there is no previous or alternative relationship.
- If members of staff attempt to “friend” or otherwise contact pupils or parents / carers through social media, they should be reported to the Headteacher.
- Pupils and parents / carers should not post anonymously or under an alias to evade the guidance given in this policy.
- Pupils and parents / carers **must not** post content online which is damaging to the school or any of its staff or pupils.
- Whinmoor St Paul's does not support pupils signing up to social media sites that have an age restriction above the pupil's age.
- If inappropriate content is accessed online on school premises, it **must** be reported to a staff member.
- Parents must not post pictures of other pupils on social media sites without their parents permission.
- It is not permitted to transmit electronically any child's image without their parents' permission.

Blocked content

- Whinmoor St Paul's tries to maintain the highest security through vigorous firewall protections.
- Attempts to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.
- Inappropriate content which is accessed on the school computers should be reported to class teacher immediately, and then to the ICT Lead Teacher so that the site can be blocked.
- Requests may be made to access erroneously blocked content by submitting an email to the ICT Lead Teacher.

Cyber bullying

- At Whinmoor St Paul's, cyber bullying is taken seriously.
- Incidents of cyber bullying will be dealt with and reported along the same chain as the Anti-Bullying Policy.
- As part of our on-going commitment to the prevention of cyber bullying, regular education and discussion about e-safety will take place as part of computing and PSHE.

Be SMART Online

We encourage pupils to take a SMART approach to social media behaviour:

- **Safe** – Do not give out personal information, or post photos of yourself to people you talk to

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online. Follow age restriction rules.

- **Meeting** – Do not meet somebody you have only met online. We encourage parents / carers to speak regularly to their children about who they are talking to online.
- **Accepting** – We advise that pupils only accept emails and other forms of communication from people they already know.
- **Reliable** – We teach pupils about the dangers of believing everything they see online.
- **Tell** – We encourage pupils to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.

We have a clear duty under the Equality Act 2010 to ensure that our teaching is accessible to all pupils. Inclusive PSHE will foster good relations between pupils, tackle all types of prejudice, promote understanding and respect, enabling us to meet the requirements, and live the intended spirit, of the Equality Act 2010.

Chair of Governors: Date:

To be Reviewed: