



# **Social Media Policy**

<b>Agreed by Governing Body</b>	<b>December 2025</b>



## **1. Purpose**

**This policy provides guidance on the appropriate use of social media by staff, students, governors, and other stakeholders at Castell Alun High School. Its purpose is to safeguard the reputation of the school, its staff, and its students; ensure compliance with the UK GDPR, Data Protection Act 2018, and relevant Human Rights legislation; maintain clear boundaries between personal and professional use of social media; and promote responsible, respectful, and positive engagement online.**

## **2. Scope**

**This policy applies to all staff, governors, volunteers, trainee teachers, contractors, and service providers; all students including Sixth Form; and any individual using social media on behalf of the school or in reference to the school community. Social media includes, but is not limited to, Facebook, X (Twitter), Instagram, TikTok, Snapchat, WhatsApp, YouTube, LinkedIn, Threads, and other emerging platforms.**

## **3. Principles**

- The school recognises that social media can be a valuable tool for communication and community engagement when used responsibly.**
- All use of social media must protect the privacy and wellbeing of students and staff.**
- Staff and students must not bring the school into disrepute or post content that could damage its reputation.**
- Personal opinions must never be presented as those of the school.**

## **4. Expectations for Staff**

- Staff must maintain a clear separation between personal and professional online activity.**
- Staff must not accept or request students or former students (under 18) as friends or followers on personal accounts.**
- Personal devices or accounts must not be used to contact students or parents.**
- Photographs, videos, or information about students must only be shared using official school channels (e.g. the school website, official social media pages, or Hwb).**
- Any online contact with students should be via school-approved platforms only (e.g. Google Classroom, Teams)**
- Before posting or submitting any photographs or videos for use on school social media, staff must ensure that no student appears who does not have permission for their image to be shared, in accordance with school consent and safeguarding procedures.**
- Concerns about online content must be reported to the Designated Safeguarding Lead (DSL) or ICT Manager immediately.**



## **5. Expectations for Students**

- **Students must use social media responsibly and in line with the Student Computer Use Agreement (CUA).**
- **Cyberbullying, harassment, or sharing inappropriate content will be treated as a serious breach of the Behaviour Policy.**
- **Students must not post images or information that could identify or embarrass others within the school community.**
- **Any misuse involving social media may lead to sanctions, including restriction of network access, parental contact, or exclusion.**

## **6. Official School Social Media**

- **The school's official social media accounts (e.g. Facebook, Instagram) are used to share achievements, updates, and community information.**
- **Only authorised staff may post on behalf of the school.**
- **Content must be approved by the Headteacher or ICT Manager before publication.**
- **Personal opinions or unrelated content must not be posted on school-managed accounts.**

## **7. Breach of Policy**

- **Any breach of this policy by staff will be managed under the Staff Disciplinary Policy. Breaches by students will be handled according to the Behaviour and Safeguarding Policies.**
- **Where necessary, serious incidents (such as data breaches or harassment) will be referred to the Police, Local Authority, or ICO.**

