



# **Blackheath Primary School**

## **Social Media Code of Conduct for Parents**

**Date of issue:**

**Autumn 2019**

**Review date:**

**Autumn 2020**

## Statement of intent

Blackheath Primary School understands the benefits of using social media; however, if misused, the school community can be negatively affected, such as damage to the school's reputation.

This code of conduct sets out clear procedures for how we expect parents to conduct themselves on social media and when using messenger apps, such as WhatsApp.

We ask that parents read this document, complete the declaration form and ensure that they always act in accordance with the stipulations detailed below.

## Legal framework

This document has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- Data Protection Act 2018
- The General Data Protection Regulation 2018
- Protection of Freedoms Act 2012

This document operates in conjunction with the following school policies:

- Complaints Procedure Policy
- Social Media Policy

## E-safety and social media conduct

The school expects parents to behave in a civilised nature online and will not tolerate any of the following online behaviour:

- Posting defamatory statuses about parents, pupils, the school or its employees
- Using profanities
- Complaining about the school's values and methods on social media
- Posting statuses containing confidential information, e.g. regarding a complaint outcome
- Contacting school employees through social media, including requesting to 'follow' them or sending them private messages
- Creating or joining private groups or chats that victimise or harass a member of staff or the school in general

If parents wish to raise a complaint, the school has a Complaints Procedures Policy in place which can be found on our website.

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 prosecution.

Parents will not attempt to 'friend' or 'follow' any member of staff on social media.

Parents are instructed not to post anonymously or under an alias to evade the guidance given in this code of conduct.

The school retains the right to request any damaging material is removed from social media websites

Parents' social media usage will be in accordance with the school's Social Media Policy, available online.

Use of social media should not, either directly or indirectly, contradict other school policies or the values and attitudes that the school strives to uphold.



## Social Media

### Parental Declaration Form / Consent form

I \_\_\_\_\_ (name), parent of \_\_\_\_\_ (name of child), declare that I have received, read and understood the terms and conditions of this code of conduct.

I understand my obligations under this code of conduct and agree to comply fully with them. I will ensure that my conduct does not breach this code of conduct in any way, including:

Sending abusive messages to parents or teachers.

Sending abusive messages about parents and teachers.

Posting defamatory and or slanderous 'statuses' about other parents, pupils, teachers or the school.

Using social media to complain or post any grievances about the school's values and methods.

Posting statuses containing confidential information, e.g. regarding a complaint outcome.

Contacting school employees through social media, including requesting to 'follow' them or sending them private messages.

Creating or joining private groups or chats that victimise or harass a member of staff or the school in general.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

I \_\_\_\_\_ (name), parent of \_\_\_\_\_ (name of child), give permission for members of staff at Blackheath Primary School to take photo's/video's of my child to be posted on the schools facebook page.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_