

Social media guidelines

January 2021

Our social media guidelines have been created to encourage conversations that reflect our values. They apply to all content posted on the social media accounts.

Social media is a very public way of enabling us to connect with our families and community. One of its many joys is that it is immediate, interactive, conversational and open-ended. This opportunity comes with a number of downsides if users do not apply the same common sense, kindness and sound judgement that we would use in a face-to-face encounter.

By engaging with our social media accounts, you agree to:

- **Be safe.** The safety of children, young people and vulnerable adults must be maintained. If you have any concerns, contact the school's Designated Safeguarding Lead.
- **Be respectful.** Do not post or share content that is sexually explicit, inflammatory, hateful, abusive, threatening or otherwise disrespectful.
- **Be kind.** Treat others how you would wish to be treated and assume the best in people. If you have a criticism or critique to make, consider not just *whether* you would say it in person, but the tone you would use.
- **Be honest.** Don't mislead people about who you are.
- **Take responsibility.** You are accountable for the things you do, say and write. Text and images shared can be public and permanent, even with privacy settings in place. **If you're not sure, don't post it.**
- **Be a good ambassador.** Personal and professional life can easily become blurred online so think before you post.
- **Disagree well.** Some conversations can be places of robust disagreement and it's important we apply our values in the way we express them.
- **Credit others.** Acknowledge the work of others. Respect copyright and always credit where it is due. Be careful not to release sensitive or confidential information and always question the source of any content you are considering amplifying.
- **Follow the rules.** Abide by the terms and conditions of the various social media platforms themselves. If you see a comment that you believe breaks their policies, then please report it to the respective company.

How will we respond to people who breach our social media guidelines?

The school may take action if they receive complaints or spot inappropriate, unsuitable or offensive material posted to the school's social media accounts. This may include deleting comments, blocking users or reporting comments as appropriate.

Who do I speak to for further advice?

If you have a safeguarding concern, please contact the school's Designated Safeguarding Lead.