



Bleak Hill Primary School

SOCIAL MEDIA CODE OF CONDUCT FOR PARENTS

SUMMER 2025

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Statement of intent

Bleak Hill 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, with regard to the school and its reputation.

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

1. 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
- UK General Data Protection Regulation (GDPR)
- Protection of Freedoms Act 2012

This document operates in conjunction with the following school policies:

- Complaints Procedure Policy
- Online and Social Media Policy
- Data Protection Policy
- Photography Policy

2. Online 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 content about parents, pupils, the school or its employees
- Complaining about the school's values and methods on social media
- Posting content containing confidential information regarding the school or any members of its community, e.g. a complaint outcome
- Contacting school employees through social media, including requesting to 'follow' or 'friend' 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
- Posting images of any staff members or pupils without their prior consent

Parents' social media usage will be in accordance with the school's Social Media Policy. The school retains the right to request that any damaging material is removed from social media websites.

If parents wish to raise a complaint, the school has a Complaints Procedures Policy in place.

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

3. Online messaging

The school expects parents 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
- Sending abusive messages to members of staff
- Sending frequent messages to members of staff
- Sending abusive messages about members of staff, parents, pupils or the school

- Sharing confidential or sensitive information about members of staff, parents, pupils or the school
- Bringing the school or its staff into disrepute

Should any problems arise from contact over messaging apps, the school will act quickly by contacting parents directly, to stop any issues continuing. The school can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory content, occurs online. School reserves the right to seek further support and guidance.

The school's complaints procedure will be followed as normal if any members of the parent teacher association or governing board cause any issues through their conduct whilst using online messaging.

The headteacher can, with the permission of the parent, view messages sent between members of the parental body to deal with problems quickly and effectively.

The headteacher can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

4. Photography and images

Parents may be permitted to take photos of their children at certain school events, such as sports day or during a theatre production; however, parents are only able to take photos of their own children and should only share photos of their own children on social media.

Parents must not take photos of other children, staff members or volunteers, nor post them on social media without the consent of those within the images or, where applicable, their parents.

During events outside of school, such as dropping children off at the school gate, or whilst visiting the school, parents must not take photos of any members of the school community, nor share these photos on social media.

5. Responsibility

Parents are responsible for supporting the school by monitoring their own use of social media and online messaging. Parents must adhere to the Social Media Code of Conduct for Parents at all times. Parents are responsible for ensuring they support the school by monitoring their children's use of social media and online messaging. Parents must support their children in adhering to the Pupil Code of Conduct.

6. Monitoring and review

The headteacher will review this code of conduct on an annual basis and will communicate any changes to all teachers and parents.

The next scheduled review date for this document is June 2026.

All parents will be required to read and adhere to this code of conduct.