Social Media Policy
(Whole School including EYFS)
Independent Day School

Our Lady of Sion School

Last Reviewed: August 2025

Frequency of Review: Annually

Next Review Due: August 2026

1. Policy Statement

Our Lady of Sion School recognises that social media is an important communication and marketing tool. It offers opportunities to celebrate achievements, engage with our community, and promote the ethos of the school.

At the same time, social media presents risks to child safeguarding, staff professional reputation, and the school's public image if used inappropriately.

This policy sets out clear expectations for the safe, responsible, and respectful use of social media by:

- The school (official accounts and marketing use).
- Staff, governors, contractors, and volunteers.
- Pupils.
- Parents and carers.
- External providers (e.g. Molokini, the school's appointed marketing agency).

2. Scope

This policy applies to:

- All references to Our Lady of Sion School, staff, pupils, or community made on social media platforms (Facebook, Instagram, LinkedIn, blogs, and forums).
- Official school social media accounts managed by SLT/Headteacher/DSL or outsourced providers.
- Personal accounts where the school is directly or indirectly identifiable.

3. Statutory and Regulatory Framework

This policy is informed by:

- Keeping Children Safe in Education (KCSIE) 2025 – safeguarding and staff conduct.
- Working Together to Safeguard Children (2025) – protecting children in digital environments.
- DfE Digital and Technology Standards – filtering, monitoring, and safe use of technology.
- UK GDPR and Data Protection Act 2018 – protection of personal data.
- Teachers' Standards and ISI inspection requirements – professional behaviour and safeguarding.

4. Roles and Responsibilities

Governing Body

- Ensures oversight of social media use, safeguarding risks, and reputation management.

Headteacher / Senior Leadership Team

- Holds ultimate responsibility for the school's official social media presence.
- Oversees outsourced providers such as Molokini to ensure compliance with safeguarding and data protection.

Designated Safeguarding Lead (DSL)

- Ensures that any safeguarding risks linked to social media are monitored and acted upon.

- Manages incidents involving online harms.

Molokini (Outsourced Marketing Team)

- Manages official school social media channels on behalf of the school.

- Must:

  o Only publish content approved by the school's SLT.

  o Comply with GDPR, safeguarding requirements, and this policy.

  o Ensure pupil images/names are only used where parental consent has been obtained.

  o Flag and report any safeguarding concerns arising from social media use to the DSL.

- Acts as a data processor under GDPR, accountable to the school as data controller.

Staff

- Must not share school-related content on personal social media accounts unless authorised.

- Expected to maintain professional boundaries and never communicate with pupils via personal accounts.

Parents/Carers

- Must use social media responsibly when referring to the school.

- Should not share images of other pupils without consent.

- Must raise concerns through official channels rather than social media.

Pupils

- Must use social media respectfully and responsibly.

- Must not create or manage unofficial accounts representing the school.

- Breaches will be managed as a disciplinary and safeguarding matter.

5. School's Official Social Media Accounts

- Managed by Molokini (outsourced marketing provider) on behalf of the school, with SLT oversight.

- Content must:

  o Promote the school's ethos and achievements.

  o Never identify pupils by full name and image together unless parental consent is explicitly granted.

  o Be appropriate, accurate, and GDPR-compliant.

- Comments and messages on official accounts are moderated, and concerns are escalated to SLT/DSL as appropriate.

6. Safeguarding and Reputation Protection

- Social media can expose pupils and staff to risks, including grooming, bullying, reputational damage, and misinformation.

- The school will:

    o Train staff and pupils on online safety and digital resilience.

    o Monitor safeguarding risks associated with online interactions.

    o Report incidents to the DSL, Police, ICO, or DfE where appropriate.

- Staff are reminded of their professional duty under Teachers' Standards to uphold the reputation of the profession and the school.

7. Data Protection and Privacy

- Pupil data must never be shared without explicit parental consent.

- Molokini and all staff must comply with UK GDPR and DPA 2018.

- Parents may request withdrawal of consent for use of their child's image at any time.

8. Breaches of Policy

- Staff: Breaches may lead to disciplinary action.

- Pupils: Breaches will be dealt with under the Behaviour Policy.

- Parents/Carers: Breaches may result in restricted access to school events or referral to external agencies.

- Molokini (or any third party): Breaches will result in contract review, termination if necessary, and potential legal action.

9. Training & Awareness

- Staff: Annual training on social media use, safeguarding, and professional standards.

- Pupils: Education through PSHE/RSHE and computing lessons.

- Parents: Regular guidance on online safety and respectful social media engagement.

- Molokini: Required to follow safeguarding briefings and data protection training provided by the school.

10. Review

- This policy will be reviewed annually or sooner if legislation changes or incidents require it.

Approved by Board of Governors   August 2025