



BELMONT SCHOOL

(Additionally Resourced Mainstream School)

Social Media Policy

JULY 2025



<p>UNCRC Article 19 - Every child has the right to protection Global Goal 4 – Quality Education Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.</p>	
Head Teacher	
Name	Mrs P Aggarwall
Chair of Governors	
Name	Mr M Kara
Date Ratified	15 TH July 2025
Review Date	July 2026

At Belmont School, we pride ourselves on being a vibrant learning community that values individuality, nurtures talent, and inspires every pupil to achieve their best. Social media provides an opportunity to share our vision, showcase the exceptional learning environment we offer, and engage positively with parents, pupils, and the wider community.

This policy ensures that the use of social media reflects the values and aspirations of Belmont School, promotes a safe and respectful digital presence, and upholds safeguarding and professional standards.

Purpose

The purpose of this policy is to:

- Communicate Belmont School's ethos and achievements to the wider community.
- Build positive relationships with parents, carers, and stakeholders.
- Provide clear guidance on the responsible use of social media for staff, pupils, and parents.
- Protect the reputation of the school and ensure compliance with safeguarding and privacy standards.

Vision and Values

Our social media presence reflects Belmont School's commitment to:

- **Respect:** Recognising every individual's uniqueness and fostering admiration for their contributions.
- **Making the Right Choices:** Supporting one another with kindness and thoughtfulness and learning from our mistakes.
- **Doing Our Best:** Promoting perseverance, ambition, and a belief in achieving excellence.

Through our online platforms, we aim to celebrate the strength and unity that underpin our motto: **"Stronger Together."**

Principles

- **Transparency:** Official social media accounts must clearly identify their affiliation with Belmont School.
- **Safeguarding:** The safety and privacy of pupils and all stakeholders are paramount. Posts must never include identifiable personal information.
- **Professionalism:** All online interactions should align with the school's high standards of conduct and ethics.
- **Community Engagement:** Social media is a platform to foster positivity, build trust, and strengthen relationships.

Roles and Responsibilities

Governors

- Approve the policy and oversee its implementation.

Headteacher/Deputy Head

- Ensure the policy is upheld and address any breaches.
- Oversee the school's social media activity to align with safeguarding and professional standards.

Social Media Coordinator (Computing Technician/Deputy Head)

- Manage and monitor all official accounts.
- Moderate comments and posts to ensure alignment with the school's values and policies.

Staff and Volunteers

- Act in accordance with this policy and maintain professional boundaries when using personal and school-affiliated accounts.
- Refrain from engaging with pupils or their families on personal accounts.

Parents and Carers

- Engage respectfully with the school's social media accounts.
- Raise any concerns via appropriate channels rather than public forums following the school's Positive Communication Policy.

Safeguarding and Privacy

To ensure the safety and privacy of our community:

- **Consent:** Parental consent is required for the use of pupils' photos or videos.
- **Anonymity:** Posts must not disclose pupils' full names or other identifying details.
- **Moderation:** Content is reviewed to prevent inappropriate, harmful, or defamatory material from being shared.

Social Media Content Guidelines

Social media is a tool to inspire, celebrate, and inform. Belmont School's content will:

- Highlight achievements and milestones of pupils, staff, and the school.
- Share updates, announcements, and event highlights.
- Promote school initiatives, values-based learning, and community activities.
- Celebrate diversity, respect, and the collaborative spirit of our school.

Professional Conduct

Staff are expected to:

- Maintain professional boundaries online and avoid sharing personal views or opinions that could reflect poorly on the school.
- Avoid direct communication with pupils or parents via personal social media accounts.
- Regularly review privacy settings on personal accounts to minimise risks.
- Report any posts that harm the reputation of the school to the Headteacher or Deputy Headteacher without delay.

Staff must not:

- Post or comment on confidential, sensitive, or private information.
- Engage in any form of online dispute or defamatory remarks involving the school.
- Accept friend or follower requests from current and past pupils 18 years old and have not attended Belmont School for a minimum of seven years.
- Engage with or follow Belmont School's social media accounts. This is to limit the chances of parents at the school identifying personal accounts of Staff.
- Must not create branded Belmont School social media accounts such as @JohnDoeAtBelmontSchool

If staff members are unsure whether a former pupil meets this criterion, they should seek guidance from the Headteacher before accepting any request.

Engagement Guidelines for Parents and Carers

We value constructive feedback and engagement from parents and carers. To maintain a positive digital environment:

- Use social media to celebrate and support the school's achievements.
- Avoid sharing images or information about other pupils without permission.
- Raise concerns through formal channels rather than public platforms.

Parents Who Are Staff Members

Belmont School recognises that some staff members are also parents of pupils attending the school. These individuals have a unique dual role and must adhere to the following guidelines:

- **Separation of Roles:** Parents who are also staff members must distinguish between their professional responsibilities and their role as a parent when engaging with the school's social media platforms.
- **Social Media Posts:** Staff who are also parents must not post negative or sensitive school-related content on personal social media. Any concerns should be raised through appropriate internal channels.

- Confidentiality: Staff parents must not share privileged or confidential school information on personal social media accounts.
- Interactions with Other Parents: As both staff and parents, employees should not engage in online discussions that could compromise their professional integrity.

Any breach of these guidelines will be handled as per the **Staff Code of Conduct** and **Disciplinary Policy**.

Engagement Guidelines for Students

Children engaging with any Belmont School social media's is strictly prohibited. Belmont School have a safeguarding responsibility to children outlined in the E-Safety and Acceptable Use Policy.

Should Belmont School identify an account engaging with us that is a pupil, the account will be reported to the Social Media platform as an account under the age of 13, we will also inform the pupil's parents and request that the account is deleted and the social media app removed.

Cyberbullying

By maintaining a strong stance on cyberbullying, Belmont School ensures that its online spaces reflect its core values of respect, kindness, and integrity. Everyone in our community has a role to play in making our digital environments safe and inclusive.

Breaches of Policy

Non-compliance may result in:

- Disciplinary action for staff, following the Disciplinary policy which may result in suspension or dismissal of employment.
- Restricted access to school events or communication channels for parents or carers.
- Reporting to appropriate authorities if necessary.

Policy Review and Updates

This policy will be reviewed at least annually to remain current with technological advancements and emerging trends in social media use.