



Social Media Policy

1. Introduction

Annemount School recognises the importance of social media as a tool for communication, community building, and sharing our school's life with families and the wider world. This policy sets out how the school uses social media officially, and the expectations we place on all members of our school community — staff, parents, and carers — when engaging with social media in connection with the school.

This policy applies to all official school social media accounts and to any personal use of social media where there is a connection to Annemount School, its pupils, staff, or families.

2. Scope

This policy applies to:

- All members of staff, including full-time, part-time, supply, and volunteer staff
- Parents and carers of current pupils
- Any third parties acting on behalf of the school

It covers all social media platforms including, but not limited to, Instagram, Facebook, X (formerly Twitter), TikTok, YouTube, LinkedIn, and WhatsApp.

3. Official School Social Media Accounts

Annemount School currently maintains the following official accounts:

- Instagram: @annemountschool
- Facebook: Annemount School

All official content is managed by the school's designated social media lead in consultation with the Headteacher. The purpose of these accounts is to:

- Celebrate school life, events, and pupil achievements
- Share news and updates with our school community
- Promote Annemount School's values, ethos, and identity
- Support recruitment and admissions

4. Photography, Video, and Image Use

4.1 Consent

Annemount School will only publish photographs or videos of pupils on social media where written consent has been obtained from a parent or carer. Consent is collected at the time of enrolment and may be withdrawn at any time by contacting the school office in writing. The school will never publish images that identify current pupils by both name and image together on public-facing platforms.

4.2 Parental Photography on School Premises

Parents and carers are welcome to photograph their own child at school events. However, we ask that you:

- Do not photograph or film other children without the consent of their parents or carers
- Do not publish photographs or videos of other people's children on social media, even if taken at a school event
- Be mindful of the privacy of all children and families present

These guidelines exist to protect all children in our community. We are grateful for your co-operation.

5. Staff Use of Social Media

5.1 Professional Conduct

Staff must maintain professional standards on social media at all times. Staff social media accounts must be set to private. Even on personal accounts, staff are representatives of Annemount School and should be mindful of how their activity may be perceived.

Staff must not:

- Post images of pupils or share information that identifies pupils
- Make any comment — positive or negative — about a pupil, family, or colleague
- Share confidential school information
- Engage in online disputes or respond to negative comments about the school on personal accounts
- Connect with parents or carers of current pupils on personal social media accounts

5.2 Managing Official Accounts

Only authorised staff may post on official Annemount School accounts. Access credentials must be kept secure and must not be shared. Any staff member who leaves the school must have their access removed immediately.

6. Parents and Carers

We ask all parents and carers to:

- Refrain from posting negative, defamatory, or inflammatory content about the school, its staff, or other families online
- Raise any concerns directly with the school rather than through social media
- Not tag the school in posts without prior agreement
- Respect the privacy of other families in our community

Where a parent or carer's social media activity is found to be harmful to the school community or to staff wellbeing, the school reserves the right to address this through its complaints procedure.

7. Safeguarding

The welfare of our pupils is our highest priority. Any safeguarding concern arising from social media — whether involving a pupil, a member of staff, or a third party — should be reported immediately to the Designated Safeguarding Lead (DSL) in accordance with the school's Safeguarding and Child Protection Policy. This includes any content online that suggests a child may be at risk, or any contact by an unknown adult with a pupil via social media.

8. Responding to Comments and Complaints

The school will moderate comments on its official accounts. Content that is abusive, offensive, or in breach of this policy will be removed and the user may be blocked. Complaints relating to the school's social media activity should be directed to the school office and will be handled in accordance with the school's Complaints Policy.

9. Data Protection

All use of social media in connection with Annemount School must comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. The school will not share personal data, including images of identifiable pupils, without a valid legal basis and appropriate consent. For further information, please refer to the school's Privacy Notice.

10. Breaches of This Policy

Any breach of this policy by a member of staff will be addressed through the school's disciplinary procedures and may result in disciplinary action, including dismissal in serious cases.

Breaches by parents or carers will be handled sensitively but may result in formal action where the breach is serious or persistent.

11. Review

This policy will be reviewed annually by the Head, or sooner in response to changes in legislation, guidance, or school circumstances.

Date: July 2026

Review Date: July 2027