Kew Green Preparatory School

Social Media Policy (including EYFS)

Introduction

Social media is a broad term for any kind of online platform which enables people to directly interact with each other. This policy outlines the acceptable use of X (previously Twitter), Facebook, Youtube, Instagram and other platforms (hereafter referred to as **Social Media**). It relates to staff, children, parents, Governors and the Board of Directors.

This policy should be read in conjunction with our policy on the **Use of Mobile Devices** and our **Use of Pupil Images** policy.

Purpose of the policy

- The purpose of this policy is to encourage good practice, to protect the school/group and its employees, and to promote the effective use of social media as part of the school/group activities.
- This policy covers personal and professional use of social media and aims to encourage its safe use by the school and its employees.
- The policy applies regardless of whether the social media is accessed using the school's IT facilities and equipment, or equipment belonging to members of staff.
- This policy covers all individuals working at all levels and grades, including full-time and part-time employees, fixed-term employees and agency workers.

Why we use Social Media

Kew Green Preparatory School makes use of Social Media to showcase work and achievements of children. It is also used as a mechanism to upload content to the news section of our website.

Examples of posts might include:

- Images of children on a residential or day visit.
- Images from a school production, concert or sporting fixture.
- Images of children at work in the classroom.
- Particular achievements of individuals or groups.

We will not use Social Media as a primary tool to communicate important information such as early closure of the school, or to remind parents of forthcoming events. This will be done via My School Portal, email and text messages.

Uploading of content to Social Media

The uploading of content to Social Media will be undertaken by the Senior Leadership Team and members of the teaching staff at KGPS. The content will be overseen by the Head of Computing and the Marketing Department. Teachers will be responsible for the uploading of content, taking into account the following guidance:

- Use of mobile devices to capture and upload images should be in line with our **Use of Mobile Devices** policy.
- Teachers should check that consent has been given for uploading the images of pupils to Social Media (see **Use of Pupil Images** policy).

- **No published images will ever disclose a student's full name.** In the majority of cases, any text accompanying photographs will describe the context of the activity, rather than naming the pupils involved at all, although first names may be used for special achievements with parental permission.
- The images should be of good quality and be in line with our School ethos.
- The accompanying text should be grammatically correct and accurately spelt. On no occasion should *text speak* be used (e.g. gr8, lol, etc.). If uploaded content contains grammatical or spelling errors, it will be removed and the member of staff who posted it will be informed.

It is the responsibility of the member of staff to ensure that they informed of the social media preferences of the School and are aware that these can change at different points throughout the academic year.

Inappropriate content and referencing

Kew Green Preparatory School welcomes any referencing, mentions or interactions that show the School in a positive light only. We deem the following as inappropriate:

- Offensive language or remarks aimed at the School, its staff, pupils, parents, governors, directors or others affiliated with the School.
- Unsuitable images or content posted into its feed.
- Images or text that infringe copyright.
- Comments that aim to undermine the School or those associated with KGPS.
- Employees should be aware that content uploaded to social media is not private. Even if you restrict it to 'friends', there is still capacity for it to be re-posted or distributed beyond the intended recipients. Therefore, employees using social media should conduct themselves with professionalism and respect.
- Employees should be aware of both professional and social boundaries and should not therefore accept or invite 'friend' requests from pupils or ex-pupils under the age of 18, or from parents on their personal social media accounts such as Facebook. All communication with parents via social media should be through the school/trust's social media accounts. Employees should note that the use of social media accounts during lesson time is not permitted.

Any inappropriate content will be deleted, and its users will be removed, blocked and, depending on the nature of the comment, reported to the relevant Social Media authorities.

Last review: September 2025 (Kathryn Loh, DSL)
Next review: September 2026