



CHALKWELL HALL JUNIOR SCHOOL

Social Media Policy

Reviewed and Approved by:	Governing Body
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Date Reviewed:	April 2026
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Next Review Date:	April 2029
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**Tenacitas
Trust**

Social Media Policy

A1. Purpose and scope

This guidance explains how official school and Trust social media accounts will be used. It sets clear expectations for content, tone, safeguarding, frequency, archiving, access control and escalation. Social media is very powerful and subsequently can pose significant risk to trust and school reputations. Social media is instantaneous by nature and wide reaching in terms of audience, thus effective controls and checks are imperative for its safe use. Therefore, following this protocol, mitigates the risks identified in the trust risk register.

This guidance applies to official school and Trust accounts. Personal accounts are outside scope unless a staff member identifies themselves as representing the Trust or school or posts content that affects their professional role.

A2. Core principles

- Social media is a complementary component of sharing school activity and sharing information or celebrating success. It should fit in with the school rhythm – weekly, termly and the academic year. This should be a simple, not laborious or overly concerning.
- Keep content positive, respectful and professional.
- Reflect the rhythm of the academic calendar and national traditions that shape school life, for example Christmas, Easter, Remembrance.
- Share curriculum-linked cultural or faith festivals where appropriate, for example Diwali, Eid, Hanukkah and Chinese New Year, as learning opportunities.
- No political slogans, activist hashtags or personal campaigning.
- All activity must comply with safeguarding, data protection and this guidance.
- Breaches may be addressed under the Staff Code of Conduct.
- Headteacher, deputy headteacher and social media leads are responsible for all posts to social media and sign off for each post sits with them.

A3. What to share

- Celebrations of learning and achievement, for example academic results, competitions, awards, clubs and performances.
- School, community and national traditions through the year, for example sports days, concerts, remembrance events and enrichment weeks.
- Curriculum-linked cultural or faith festivals or events as learning experiences, for example Diwali, Eid, Hanukkah and Chinese New Year.
- Helpful information for families, for example summer activities, winter wellbeing, local services, library events, food support, advice from external companies (e.g. National College)

- Community partnerships, for example charities, services, alumni, staff contributions.

A4. Tone and style

- Keep posts short, factual and celebratory.
- Avoid long text, slang and political language.
- Where practical, make all content universally accessible
- Example captions:
 - Year 6 led a thoughtful Remembrance assembly for our community.
 - Year 5 pupils explored the story of light through Diwali, linking their learning to festivals around the world.
 - Looking for summer activities? Free events at the local library and parks are listed here.
- Posts should not be framed around campaigns, ideological, political movements or social causes unless part of curriculum or statutory safeguarding education and signed off by the headteacher.

A5. Frequency and balance

- Aim, on average, for 2 to 5 posts per week.
- Normally, one post per occasion is sufficient.
- Keep a visible spread across pupil groups, achievements, enrichment, community and family information.
- No single theme should dominate across a half term.

A6. Images, consent and safeguarding

- Use group photos where possible and focus on activity rather than close-up faces.
- Do not publish pupil names with photos unless previously agreed with parent/carers.
- Check parental media consent as per school policy (opt out policy). Consent should be refreshed annually.
- Images of looked-after children or pupils with protective restrictions must not be used on public channels unless the school DSL provides written approval.
- Never post live locations, timetables, addresses or identifiable travel details

A7. Stories, live content and geotagging

- Stories may be used for low-risk, celebratory coverage, for example sports days, concerts, and trips.

- Stories must be screenshot or otherwise archived before posting and saved to Highlights so there is a visible record.
- Live streaming of pupils is not permitted.
- Live events are not posted.
- Geotagging must be switched off on all devices used for school accounts.

A8. Moderation, challenges and takedown

- If a post or comment is abusive, defamatory, political, ideological, unsafe or shares personal data, or is not aligned with the professional standards of the Trust:
 1. Screenshot and log the content.
 2. Hide or remove per platform rules.
 3. Escalate to the headteacher and the Trust for further action or statement if needed.
 4. Consider platform reporting or legal advice if behaviour persists.
- Do not open posts for comment.
- Direct complaints to the school's Complaints Policy.
- The Trust may edit, remove or request removal of content on official channels where required to protect pupils, staff, the Trust's reputation or compliance obligations.

A9. Copyright, licensing and third-party platforms

- Use only media the school or Trust has the rights to use.
- Do not add commercial music or images without a licence.
- Credit third-party materials where required.
- Use of social media platforms must align with the Trust's data protection arrangements, records of processing and any DPIA for third-party processors.

A10. Access, security and continuity

- All official accounts must use multi-factor authentication.
- Passwords are stored in a secure central vault, accessible by the headteacher, deputy headteacher and social media leads.
- Access lists are reviewed termly and updated immediately when staff leave or change role.
- Only authorised staff may post.
- Pupils must not hold account credentials or post directly. Pupil involvement in content creation is supervised by staff.

A11. Archiving and retention

- Archive copies of all posts and Stories before publication.
- Retain archives for at least 12 months, or longer if linked to incidents, complaints, FOI or SAR requests, or legal hold.

A12. Training, induction and compliance

- Any staff who post on official channels must complete an induction and an annual refresher on this guidance, safeguarding online and data protection.
- Non-compliance may lead to action under the Staff Code of Conduct and Trust disciplinary procedures.

A13. Simple KPIs for balance

- Each school aims for 2 to 5 posts per week, a balanced spread across themes, and no more than one post per occasion.
- Schools to track engagement termly.

A14. Review

- This guidance is reviewed annually, including light-touch stakeholder feedback and a short comms audit.

A15. Quick Do's and Don'ts

Do:

- Celebrate achievements and the rhythm of school and national holidays.
- Share curriculum-linked cultural or faith festivals where relevant.
- Keep tone positive, factual and respectful.
- Archive everything, including Stories.
- Use MFA and keep access lists up to date.

Don't:

- Post repeatedly about the same event.
- Use activist slogans or political slogans, symbols or hashtags.
- Post names with images without agreement.
- Live stream pupils or use geotags.