

Pimperne CE VC
Primary School



Pimperne CE VC Primary School

Social Media
Code of Conduct
For Parents
(Appendix to Policy)

Contents:

- Statement of intent
- Legal framework
- E-safety and social media conduct
- Online messaging
- Monitoring and review

Statement of intent

Pimperne Primary School understands the benefits of using social media; however, if misused, the school community can be negatively affected, such as damage to the school's reputation.

This code of conduct sets out clear procedures for how we expect parents to conduct themselves on social media and when using messenger apps, such as WhatsApp or Facebook.

We ask that parents read this document, complete the relevant section of the '**Permissions and Agreements**' form that is sent out as a separate document at the start of each school year and ensure that they always act in accordance with the stipulations detailed below.

Legal framework

This document has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- Data Protection Act 2018
- The General Data Protection Regulation 2018
- Protection of Freedoms Act 2012

This document operates in conjunction with the following school policies:

- Complaints Procedure and Policy
- Social Media Policy

E-safety and social media conduct

The school expects parents to conduct themselves in a civilised nature online and offline and will not tolerate any of the following online behaviour:

- Posting defamatory statuses about parents, pupils, the school or its employees
- Complaining about the school's values and methods on social media
- Posting statuses containing confidential information, e.g. regarding a complaint outcome
- Contacting school employees through social media, including requesting to 'follow' them or sending them private messages regarding any school related matters
- Creating or joining private groups or chats that victimise or harass a member of staff or the school in general

Concerns and Complaints

- If parents wish to raise a concern, they are encouraged to do so, as we maintain an open door policy to enable us to talk to parents when there are queries or concerns.
- Following this, parents are able to make a formal complaint, the school has a **Complaints Procedures and Policy** in place. This is a formal route which will be handled accordingly.
- Breaches of this code of conduct will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution.
- Parents should be aware that staff will not be permitted to 'friend' or 'follow' any parent on social media to discuss or gain information regarding the school or related matters.
- Parents are instructed not to post anonymously or under an alias to evade the guidance given in this code of conduct.
- The school retains the right to request any damaging material is removed from social media websites
- Parents' social media usage will be in accordance with the school's **Social Media Policy**.

Online messaging

The school expects parents to use messaging apps, such as WhatsApp, for purposes beneficial to themselves and the school, and will not accept any of the following behaviour:

- Sending abusive messages to fellow parents
- Sending abusive messages about members of staff, parents or the school
- Sending abusive messages to members of staff
- Sending frequent messages to members of staff

The school appreciates the simplicity and ease of instant messaging; keeping in contact outside of school can benefit the school community by keeping it closer.

The school recognises that some staff are parents, however, the school will not condone parents sending frequent and unimportant messages to staff about school related business. Parents should understand that staff should never be contacted outside of working hours.

If parents wish to talk to staff, parents should arrange a meeting with the teacher.

Should any problems arise from contact over messaging apps, the school will act quickly by contacting parents directly, to stop any issues continuing.

The school can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.

The school's complaints procedure will be followed as normal if any members of the parent teacher association, acting as a representative of the school or governing board cause any issues through their conduct whilst using online messaging.

The headteacher can, with the permission of the parent, view messages sent between members of the parental body to deal with problems quickly and effectively.

The headteacher can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

Agreement

All parents will be required to read this code of conduct and sign the Parental 'Permissions and Agreements' form.