POLICY DOCUMENT

Social Media Code of Conduct for Parents

Princess May Primary School's expectations for parents and carers online — 2026–2027

Governing Body Representative (GBR)	Kristofer McGhee (Chair of Governors)
Signed by (GBR)	……
Date approved	Awaiting governor approval (3 December 2026)
Next review due by	September 2027
Related policies	Complaints Procedure; Online Safety Policy; Data Protection Policy; Behaviour Policy; Anti-Bullying Policy
Aligned to	UK GDPR and Data Protection Act 2018; Protection of Freedoms Act 2012; Online Safety Act 2023

Statement of intent

This code applies to the parents and carers of pupils in all year groups at Princess May, including the EYFS.

We understand the benefits of social media. However, when it is misused it can harm members of our school community, including individual pupils, groups of pupils and staff, as well as the school's reputation.

This code sets out how we expect parents and carers to conduct themselves on social media and messaging apps when it comes to the school. We ask all parents and carers to read it and to act in line with it at all times.

1. Legal framework

This code has regard to relevant legislation, including:

- UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018
- Protection of Freedoms Act 2012
- Online Safety Act 2023

It should be read alongside our Complaints Procedure, Online Safety Policy and Data Protection Policy.

2. Online safety and social media conduct

We expect parents and carers to behave respectfully online. We will not accept:

- Posting defamatory content about parents, pupils, the school or its staff.
- Using social media to raise complaints about the school, rather than our Complaints Procedure.
- Posting confidential information about the school or members of its community, for example the outcome of a complaint.
- Contacting staff through social media, including 'following' or 'friending' them or sending them private messages.
- Creating or joining private groups or chats that victimise or harass staff, pupils or the school.
- Posting images of staff or pupils without their prior consent.

The school may ask for damaging material to be removed from social media. Breaches of this code will be taken seriously. Illegal, defamatory or discriminatory content may lead to legal action. Parents must not post anonymously or under an alias to get around this code.

If you have a concern or complaint, please speak to us directly or use our Complaints Procedure.

3. Online messaging

We expect parents to use messaging apps, such as WhatsApp, in a positive way. We will not accept:

- Abusive messages to other parents.
- Abusive messages about staff, parents, pupils or the school.
- Sharing confidential or sensitive information about staff, parents, pupils or the school.
- Bringing the school or its staff into disrepute.
- Communicating on behalf of the school.

We appreciate that messaging groups can help keep our school community close. However, parents should not send messages about school as though they speak with authority for the school.

If problems arise from messaging apps, the school will act quickly by contacting the parents involved. The school may ask to meet parents if there is misconduct online, such as abusive messages or defamatory posts. The Headteacher may ask for a group chat to be closed if problems continue.

4. Photographs and images

- Parents may be allowed to take photos of their own children at some school events, such as sports day or a performance. They should only share photos of their own children on social media.
- Parents must not take or post photos of other children, staff or volunteers without the consent of those people (or, for children, their parents).
- At the school gate or when visiting the school, parents must not take photos of members of the school community or share them on social media.

5. Responsibility

Parents and carers are responsible for:

- Following this code at all times.
- Monitoring their children's use of social media and messaging apps, and supporting them to stay safe online (most social media platforms have a minimum age of 13).
- Supporting their children to follow the school's expectations for behaviour online.

6. Home–school agreement

Our home–school agreement sets out the school's aims and values, our responsibilities to pupils, the responsibilities of parents and carers, and what we expect of pupils. This code forms part of what we ask of parents and carers.

7. Monitoring and review

This code is reviewed annually by the Headteacher and governing body. Any changes will be shared with parents.