



HURLINGHAM
SCHOOL

Social Media Policy

This policy is made available to all parents, prospective parents, staff and prospective employees of Hurlingham School on our website, and a hard copy can also be viewed at our School Office.

This policy applies to all activities of Hurlingham School, including the Early Years Foundation Stage (EYFS) Nursery and Reception pupils.

Introduction

This policy outlines the acceptable use of Facebook, Instagram, "X" and other platforms (hereafter referred to as Social Media). It relates to staff, children, parents, Board of Advisors and the Board of Directors. This policy should be read in conjunction with our *Acceptable Use Policy* and our *Bring your own Device (BYOD) Policy for Staff, Parents and Visitors*.

This Policy

This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how social media will be used by Hurlingham School ("the School"). It also covers the School's approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, and the media.

It applies in addition to the School's terms and conditions and parent contract, and any other information the School may provide about a particular use of pupil images, including e.g. signage about the use of CCTV (see our *CCTV Policy*); and more general information about use of pupils' personal data, e.g. the *School's Privacy Notice*. Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies.

1. General points to be aware of

Members of staff will be posting images and videos from the various activities that take place in and outside of school which will be of interest to our parents and a wider audience.

Examples of posts might include: Images of children at work in the classroom, images from a school production, concert or sporting fixture, images of children on a residential or day visit, or many other notable achievements.

We will not use Social Media as a primary tool to communicate important information, this will still be done using the usual school communications.

Parents who accept a place for their child at the school are invited to agree to the School using anonymous images of their child and information relating to his or her achievements for promotional purposes. This may be published in the prospectus or on the website, as well as displayed within the premises, in newsletters and on social media. Permission for this is requested on a form given to parents during the admissions process (See '*Use of Images of Pupils by the School*' consent form for parents and '*Use of Your Image by the School*' consent form for Pupils) and/or from time to time if a particular use of the pupil's image is requested. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph).

2. Uploading of content to Social Media

The uploading of content to Social Media will be undertaken by the Senior Leadership Team and members of designated staff at Hurlingham.

The members of staff responsible for uploading content will ensure that they take into account the following guidance:

- Use of mobile devices to capture and upload images should be in line with *Acceptable Use Policy* and our *BYOD Policy*.
- Teachers should check that consent has been given for uploading the images of pupils to Social Media
- 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.

- Staff will ensure images of pupils that do not have permission are not used for the purposes of social media
- The images should be of good quality and be in line with our School ethos and values
- The accompanying text should be grammatically correct and accurately spelt. If uploaded content contains grammatical or spelling errors, it will be removed and the member of staff who posted it will be informed.

3. Inappropriate content and referencing

- Hurlingham 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 it.
- 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.

Date created: November 2020

Date of most recent review: September 2023

Date of next review: June 2024