Social Media Policy

Ludlow Junior School

Date of last review: November 2025

Date of next review: November 2027

Date approved: November 2025

Approved by: Working Party

1 Rationale

This policy provides clear guidance on the acceptable use and purpose of the social media accounts held by Ludlow Junior School, including:

- Instagram – @Ludlowjun
- Facebook – Ludlow Junior School

This policy relates to staff, children, parents, governors or any other member of the school community.

2. What is the primary purpose of social media at Ludlow Junior School?

Social media channels are used to celebrate and communicate events, learning and achievement at Ludlow Junior School. It will also be used to encourage the safe and responsible use of technology and social media.

3. Who controls the content?

The uploading of content will primarily be undertaken by the Digital Presence Officer, however senior leaders are permitted to upload content as needed. A robust series of checks shall be implemented from the creation of the post through to its publication to ensure:

- all content is audience-appropriate;
- the correct use of spelling and grammar; and
- only children with the appropriate permissions in place are pictured.

The Digital Presence Officer will be responsible for the secure storage of the device used to routinely communicate via social media.

4. Content of posts

4.1 General considerations

Posts shall consist of only a body of text which briefly summarises the information that is being shared alongside any photographs.

All posts will use positive language.

Hashtags or text-speak must not be used in posts e.g. #fomo, gr8, +ive, lol etc.

Posts shall not intentionally or appear to condone any improper political, religious, or racial leaning, or advance potentially aggravating points of view or concepts.

Posts should focus on the activity or learning which is taking place and, where photos do show children, these should be taken from the side or behind the child (rather than a full-face photo).

4.2 Photographs

A list has been compiled of children who must not have their photographs published. The school office team maintain this list which must be checked when posting photographs.

Where supported by social media platforms, accessibility text must be added to photographs. If a platform automatically suggests accessibility information, it must be reviewed for accuracy before posting.

Posts must not use images or text that infringe copyright.

4.3 Naming of Children

When sharing social media content, pupils' names must **never** be displayed. Posts must focus on the achievement, event or learning e.g. *Great use of our new school computers to edit our writing in Thames Class.*

5. Comments and other feedback channels

Where supported by social media platforms, the ability to comment on posts must be switched off to avoid unwanted naming/tagging of children or their parents, and prevent inappropriate commentary (e.g. discriminatory, fraudulent, politically or racially motivated comments and links)

6. Timing

If staff would like content to be posted, the relevant information (a photograph or photographs followed by a short, written message) must be sent to the Digital Presence Officer's mobile phone by 3:45pm. The Digital Presence Officer will then post any content received that day in a timely manner. For some events, and with advanced warning to the school office team, some posts may be sent at other points during the day.

Where a social media platform supports scheduling, posts may be scheduled up to one week in advance. The Digital Presence Officer must remain broadly aware of scheduled posts and current events in case a post could be considered inadvisable or inappropriate.

Content must only be posted between 7:30am and 7pm on weekdays unless immediate communication is required in an emergency, or posts during a residential trip have been agreed in advance.

7. Device and account security

All posts must be made using one device, secured in line with relevant school policy, for which the Digital Presence Officer shall be responsible.

To reduce the risk of unauthorised access or breach of school social media accounts, multi-factor authentication (MFA) for social media accounts must be used where available.

Passwords and MFA recovery codes for school social media accounts must be kept in the school safe and must be changed twice a year. When a member of staff with knowledge of the current passwords leaves the school, all social media passwords must be changed without undue delay to ensure the continued security of the accounts.

8. Interactions with other social media accounts

The school's social media posts must relate directly to the education and the achievements of children at Ludlow Junior School.

The school's social media accounts must be restricted as far as possible to prevent other accounts making their content visible to the school's followers or connections.

Other social media accounts or groups must not be promoted in posts. This reduces the risk of inadvertently promoting inappropriate content should those accounts be abandoned or breached.

The school will not connect to or follow any other social media accounts to avoid possible inappropriate affiliation.

9. Inappropriate content and referencing

The school deems any of the following activities as inappropriate:

- Commentary intended to cause offence to groups or individuals within the school community: its staff, parents, governors or other affiliates;
- Commentary negatively targeting protected characteristics of individuals which may include, but is not limited to, race, gender, gender identity, sexual orientation, and faith;
- Inserting or linking to unsuitable content into the school's social media feeds or equivalent;
- Commentary intending to undermine or impact the reputation of the school, its staff, parents, governors or others affiliated with the school.

Where inappropriate activities have been identified, the Digital Presence Officer will:

- Notify senior management of the inappropriate activity;
- Where relevant, retain evidence of the inappropriate activity that may be provided to relevant authorities;
- Delete and/or report the inappropriate content via relevant social media platform mechanisms without undue delay
- Block the relevant social media accounts in line with the capabilities of the relevant social media platform;
- Depending on the nature of the inappropriate activity, report to or seek guidance from relevant authorities.