The Roche Nursery School

Social Media Policy

Spring 2026
(next review Spring 2027)

Responsibility for the Management of Social Media

- Mrs Lisa Christou (Nursery Manager) is responsible for the overall safeguarding of all children and staff at The Roche Nursery School at Keswick House and is the Designated Safeguarding Lead.

Contact details for the above-named staff:

The Roche School, Keswick House Nursery
42, Keswick Road
London SW15 2JE
keswick@therocheschool.com
020 8704 4857

Safeguarding concerns: Safeguarding@keswickhousenursery.com

Contents

Section A	–	Mission Statement	Page 2
Section B	–	Aims and Objectives	Page 2
Section C	–	Definitions	Page 2
Section D	–	Staff Social Networking	Page 3
Section E	–	Staff Code of Conduct Agreement	Page 4
Section F	–	Student Social Networking	Page 5
Section G	–	School Social Media Accounts	Page 5
Section H	–	Child Image Consent	Page 6
Section I	–	Complaints Procedure	Page 6
Section J	–	Breaches of Policy	Page 6
Section K	–	Reviewing this Policy	Page 6

A) Mission Statement

At The Roche Nursery School Keswick House we are proud to provide a safe, stimulating and inclusive learning environment where every member of our community is valued and respected. The principles set out in this policy are designed to ensure that the use of social media is undertaken responsibly and that the confidentiality of students and staff and the reputation of the school are safeguarded.

We also undertake regular training for staff and parents in e-safety, sessions provided at The Roche School, Frogmore, SW18 1HW and at our sister school Keswick House, 42 Keswick, Putney SW15 2JE. The Safeguarding Lead monitors delivery of training.

B) Aims and Objectives

Aims

We aim to provide every child with the opportunity to learn as and when is age appropriate how to be safe using controlled social media and to protect the wellbeing of the children, staff and school through our internet and social media activity.

Objectives

1. Teach children how to be safe when using social media.
   We teach children how to manage the risks that they face and how to report concerns that they may have while using the internet and social media.

2. Remind staff of their responsibilities.
   Regular updates, including a mandatory social networking briefing at the beginning of the academic year, are given to staff about their responsibility to keep children, staff and the school itself safe on personal social media accounts.

3. Provide informative and safe media platforms for parents to view school information.
   Through school social media accounts, such as Facebook and Twitter, we provide modern and informative platforms for parents to receive school community updates as well as images and videos of the school day.

4. Offer a clear procedure for obtaining permission of parents for the use of the images of children on any of the school's internet-related activities.
   Parents have the opportunity to give consent that the school may use children's images in school, press material and across social media.

5. Provide clear guidelines as to the use of children's images and names on social media.
   Children's images are only used with parental consent and names are not to be associated with a child's image on any internet or social media accounts.

C) Definitions

Social networking/media:

The use of dedicated websites and application to interact with other users, or to find people with similar interests to one's own.

Child's image:

A still or moving representation of the form of a child e.g. digital photograph or video, including their face.

D) Staff Social Networking

This policy has been written to set out the key principles and staff 'Code of Conduct' with the use of social networking sites. Staff are required to sign the 'Code of Conduct' to confirm they have read the policy and agree to its requirements when appointed.

Code of Conduct Rationale

This Code of Conduct relates to social networking activities such as, but not limited to:

- Blogging (writing personal journals to publicly accessible internet pages)
- Social networking sites including Facebook and Twitter
- The posting of material, images or comments on websites such as YouTube
- Online discussion fora
- Media sharing

The dangers inherent in the activities include, but are not limited to:

- Potential negative effects on a person/persons/organisations reputation or image
- Compromising the school's commitment to safeguarding children
- Breaching school confidentiality procedures
- Staff grievances leading to disciplinary cases
- School leaders and governors are exposed to legal risks

Code of Conduct

1. All members of staff have a responsibility to ensure that they protect the reputation of the school and treat colleagues and members of the school community with professionalism and respect.
2. It is important to protect all staff and members of our community from allegations and misinterpretations which can arise from the use of social networking sites. Staff training is regularly undertaken and staff understand their obligation to follow a code of conduct in any activity which may relate to or have consequences for the reputation of the school.
3. Safeguarding children is a key responsibility of all members of staff and it is essential that staff act responsibly if they are using social networking sites outside of school.
4. Anyone working in the school either as a paid employee or volunteer must not communicate with children via social networking. Any such attempts must be immediately reported to the Head of Nursery Schools.
5. Blogging and accessing social networking sites at work using school equipment is not permitted.
6. The use of the school's name, logo, or any other published material, without prior permission from the Head teacher, is not permitted.
7. No communications that relate to any specific event, protocol, pupil or person at school, irrespective of their anonymity should be shared, without prior permission from the Head.

8. All information shared through social networking applications, even via private spaces, is subject to copyright, data protection and Freedom of Information legislation and the Safeguarding Vulnerable Groups Act 2006.
9. School staff must not invite, accept or engage in communications with parents or children from the school community on any personal social networking sites. Any attempts to contact you must be immediately reported to the Head.
    a. In any instance where a member of school staff is also a parent of a child at the school they are instructed to ensure their privacy settings are such that there is no crossover in posts that are visible to members of staff and to parents.
10. If a school representative is made aware of any other inappropriate communications involving any child and social networking these must be reported immediately to the Designated Safeguarding lead.
11. The school internet policy must be followed at all times when children use ICT and access the internet in school.

School Action

Breach of this policy could result in:

- Staff being suspended.
- The closure of any applications or removal of content which may adversely affect the reputation of the school or put it at risk of legal action.
- Misconduct or gross misconduct procedures to which school and Local Authority Dismissal and Disciplinary Policies apply

E) <u>Staff Code of Conduct Agreement</u>

Staff are requested to sign and date below, confirming that they have read and understood the *Code of Conduct*:

I …… hereby declare that I have read, understood and agree to uphold The Roche School Social Media Code of Conduct.

Signed:_____ Date:_____

You are requested to please make a photocopy of this page and submit it to the Head of Nursery Schools, retaining the original for your own records.

G) School Social Networking Accounts

We have social networking accounts set up to provide parents with information and share images of the school, enabling us to communicate more effectively with parents.

Access to Official School Social Media Accounts

The Head of Nursery and class teachers have access to official school social networking accounts on their devices only. Other staff and students do not have unsupervised access.

Content of Official School Social Media Accounts

Content will be monitored by the E-Safety Officer, Safeguarding Lead, Head teacher and Marketing team. Posts by the school should not include any names of children or their families. Permission to post on pages or accounts, wherever possible, will be limited by privacy settings to the school only.

In the event where settings do not allow this, posts or messages by anyone else will be removed if they are deemed to include any of the following:

- Names of children or their families.
- Defamatory remarks about school or members of its community.
- Offensive, insulting and/or abusive remarks about school or members of its community

H) Child Image Consent

Seeking Permission

The safeguarding of our children is of paramount importance and we take seriously the rights of Parents and Carers to protect the identity of their child/children. As such, we will request written and signed permission for the school to use:

- Their child's image in school printed publications and the website.
- Their child's image (without name) on school social media accounts, such as Facebook and Twitter
- Their child's image (without name) in press or media events, such as news articles, agreed by the school

Use of a Child's Image

A child's image and/or name will not be used without the aforementioned consent.

I) Complaints Procedure

If a parent or carer has any concerns or complaints regarding social media, an appointment can be made by them to speak to the Head of Nursery and Safeguarding Lead who will investigate the complaint and, if necessary, will be able to advise on formal procedures for complaint.

J) Breaches of Policy

Any breaches of policy not already detailed above will be dealt with by the Head of Nursery accordingly and The Roche School's Data Protection Officer, J.Gilbert.

K) Reviewing this Policy

This policy will be reviewed annually by the Safeguarding Lead. It will then be shared with the Head teacher and sent to Governors for ratification.