

Social Media Policy 2026

Approved by:	Rosa María Tortosa	Last reviewed on:	June 2026
Date:	June 2026	Next review due by:	June 2028

Purpose

This policy aims to:

- set guidelines and rules for the use of the **Magno International School's** social media channels;
- establish clear expectations for the way members of the **Magno International School** community engage with each other online;
- support the school's safeguarding, online safety and data protection processes.

Scope

For the purposes of this document, social media and social networking are considered to include all technologies that allow individuals to communicate and share information, including photos and video. This includes group messaging services (such as WhatsApp) and online gaming platforms (such as Minecraft). This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or outside these times. It applies regardless of whether the social media is accessed using:

- school IT equipment, facilities and networks;
- devices or equipment belonging to members of staff and students;
- any other IT/internet-enabled devices, equipment and networks.

All members of the school community should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection or other legislation.

All members of the **Magno International School** community must operate in line with the school's policies, and all staff, academic or administrative, are required to read, understand and comply with this policy.

Legislation and Guidance

While breaches of this policy will be considered a serious conduct matter which may lead to disciplinary action being taken under the school's Behaviour and Disciplinary policies, inappropriate use of social media or social networking may also result in criminal liability under laws relating to:

confidentiality and privacy (notably the Data Protection Act 2018, General Data Protection Regulations (GDPR) 2018)

equality (including the Human Rights Act 1998, Equality Act 2010)

libel, defamation, harassment and breach of copyright

Personal use of social media by staff

The school expects all staff (including the Board and volunteers) to consider the safety of students and the reputational and financial risks to the school when using social media channels, including when doing so in a personal capacity.

Staff are responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff members must report any safeguarding issues they become aware of.

When using social media, staff must not:

- use personal accounts to conduct school business;
- accept 'friend requests' from, or communicate with, students;
- reference or share information about individual students, colleagues or parents/carers;
- complain about the school, individual students, colleagues or parents/carers;
- post images of students;
- express personal views or opinions that could be interpreted as those of the school;
- link their social media profile to their work email account;
- use personal social media during timetabled teaching time (except in a professional capacity);
- share personal information such as telephone numbers, addresses, birthdays, etc.

All communications between staff and parents or students must take place via official school channels.

Any communication received from current students (unless they are family members) on any personal social media accounts must be reported to the Designated Safeguarding Lead (DSL) immediately, and will be shared with the senior leadership team.

Staff are strongly advised not to have contact via personal accounts with past students. If ongoing communication is required, this should be via official school channels.

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the [Staff Code of Conduct](#).

Personal use of social media by students

The school encourages students to:

- be respectful towards the school, members of staff, other students and parents/ carers at all times;
- direct any concerns or complaints through the school's official channels, so they can be dealt with in line with the school's behaviour or complaints procedures.

Students should not use social media to:

- complain about the school or bring the school into disrepute;
 - complain about individual members of staff or other students;
 - make inappropriate comments about members of staff, other students or parents/carers;
 - post images and/or audio, including those generated by AI, of staff or other students without their permission.
- Any concerns about a student's social media use will be dealt with in line with the school's Behaviour and Online Safety policies.

Personal use of social media by parents/carers

The school expects parents/carers to help us model safe, responsible and appropriate social media use for our students.

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- be respectful towards, and about, members of staff and the school at all times;
- be respectful of, and about, other parents/carers and other students and children;
- direct any concerns or complaints through the school's official channels, so they can be dealt with in line with the school's Concerns and Complaints Policy.

Parents/carers should not use social media to:

- complain about the school;
- complain about individual members of staff, students or other parents/carers;
- make inappropriate comments about members of staff, students or other parents/carers;
- draw attention to, or discuss, behaviour incidents;
- post images of children other than their own.

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, in line with the school's Concerns and Complaints Policy. However, if users are repeatedly abusive or post inappropriate content that affects the school's community and policies, the school will take every measure to ensure they are blocked by the designated moderator.

WhatsApp and similar messaging platforms can provide quick and effective communication among groups, such as parents in a class. Parents/carers should follow the same social media guidelines (above) when using WhatsApp groups.

Monitoring of and Access to Social Media

Magno International School reserves the right to monitor, intercept and review any and all activities using the school's IT resources and communications systems, including social media postings and messaging. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and the detection and investigation of improper or unauthorised use of the systems (especially where this is necessary to prevent or detect criminal activity).

By using the school's IT resources and facilities, all members of the Magno International School community and other visitors give the school consent to monitor their activities. All should be aware that their use of social media and any information published by them may be monitored and reviewed.

Magno International School reserves the right to disable social media traffic on key networks within the school, such as wi-fi and wired networks used for teaching, where the use of social networking is not appropriate.

Reporting

Concerns about breaches of this policy should be sent to the Principal. Details of the investigation process and potential outcomes are set out in the Online Safety Policy.

Training and Awareness

All staff receive regular online safety training, which includes the use and risks of social media, as part of their CPD and mandatory training plan. New staff receive online safety training, which includes the use of social media, as part of their induction, completed within the first 3 weeks

To support students and parents, the school will raise awareness about the appropriate use and potential risks of social media, and provide regular information through:

curriculum-linked activities

communications (e.g. letters, newsletters, website, learning platform)

parent sessions, workshops and events

campaigns (e.g. Safer Internet Day)

signposting to trusted resources (e.g. saferinternet.org.uk, childnet.com)

providing information and resources to support online safety at home

Monitoring and Review

Working with the IT Manager and Designated Safeguarding Lead, the Principal will monitor the implementation of this policy, and ensure it is updated to reflect the needs and circumstances of the school and the social media channels and tools available to users.

This policy will be reviewed each year.

On behalf of the Board, the Regional Head of Schools is responsible for approving this policy.

Related Policies

This policy should be read in conjunction with the following documents:

Safeguarding & Child Protection Policy

Acceptable Use of IT, Online Safety and Mobile Phone policies

Behaviour and Anti-Bullying policies

Staff Behaviour/Code of Conduct

Data Protection Policy

Equality, Diversity and Inclusion Policy