



**MAGNO**  
International  
School, Alicante  
an Orbital Education School

# Social Media Policy

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## 1. Purpose and scope

This policy aims to:

- Set guidelines and rules on the use of school's social media channels
- Establish clear expectations for the way members of the school community engage with each other online
- Support the school's policies on data protection, online safety and safeguarding

Staff, students and parents/carers are required to read, understand and comply with this social media policy.

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether the social media is accessed using:

- School IT facilities and equipment
- Equipment belonging to members of staff and students.
- Any other IT/Internet-enabled equipment

All members of the school 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 legislation. Everyone must also operate in line with the school's equalities, harassment, child protection, safer recruitment, and online safety and ICT acceptable use policies.

### 1.1 Definition of social media

For the purposes of this document, 'social media' is 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.

## 2. Use of official school social media

The school's official social media channels are as follows:

- FACEBOOK: [Magno International School](#)
- INSTAGRAM: [Instagram \(@magnoschool\)](#)
- YOUTUBE: [Magno International School](#)
- LINKEDIN: <https://www.linkedin.com/company/magnointernationalschool>

These accounts are managed by the Marketing and Communication department led by Alicia Perelló. Staff members who have not been authorised by Alicia Perelló to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you'd like to appear on our school social media channel(s), please send an email to [Alicia Perelló](#).

## 2.1 Facebook and Instagram accounts (META)

The school can post on Facebook:

- Alerts about changes (e.g., changes to procedures, severe weather updates, staffing changes)
- Reminders (e.g., approaching deadlines, events or class activities, reminders about policies/procedures)
- Advertisements for school events or activities
- Job vacancies or requests for volunteers
- Links to newsletters, guidance and factsheets for parents and carers
- Achievements of students and staff
- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals
- Invitations to provide feedback

The school **will not** post on Facebook:

- Complete names and photos of individuals (unless they have given consent) Only first name.
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses unless directly related to the school
- Links to staff members' personal account
- Surveys that reveal personal information about individuals

## 2.2 Youtube

The school posts on Youtube:

### What Can Be Posted:

- Educational content such as tutorials, lectures, and presentations.
- Official school events, including award ceremonies, graduation, and school festivals, with prior consent from the participants.
- Videos that promote school culture, values, and achievements, such as interviews with teachers and students (with parental consent).
- Promotional videos about the school, such as campus tours, student testimonials, and teacher highlights.

### What Cannot Be Posted:

- Videos featuring students without explicit written consent from their parents or guardians.
- Any content that includes offensive language, inappropriate behavior, or violates school rules and local/national regulations.
- Videos that may infringe on intellectual property rights, including copyrighted music or other unauthorized media.
- Personal information of students, teachers, or staff, including home addresses, phone numbers, or other sensitive data.

- Content that could damage the school's reputation or promote political or religious bias.

#### **Access for Students:**

- Students are not permitted to upload content to the school's official YouTube channel.
- Any student-created content must be reviewed and approved by the administration before posting on school-affiliated accounts.

### **2.3 LinkedIn**

#### **What Can Be Posted**

- Articles, blog posts, and news about the school's achievements, partnerships, and academic programs
- Professional accomplishments of faculty and staff, including awards, published work, or speaking engagements.
- Opportunities for student internships, career fairs, and collaborations with other educational institutions.
- Announcements of upcoming academic events or conferences.

#### **What Cannot Be Posted:**

- Posts that disclose personal information of students, staff, or third parties without their consent.
- Job listings or opportunities not verified by the school administration.
- Unprofessional or inappropriate content that may reflect negatively on the school or its members.
- Political or religious statements that are not directly related to educational objectives.
- Content featuring students without their explicit and documented consent (including parental consent where applicable).

### **2.4 Moderation**

Staff responsible for our social media accounts will delete as soon as reasonably possible:

- Abusive, racist, sexist, homophobic or inflammatory comments
- Comments we consider to be spam
- Personal information, such as telephone numbers, address details, etc.
- Posts that advertise commercial activity or ask for donations, such as selling items or "fund raisers"
- Surveys that have not been approved and where data privacy rights have not been made clear and personal data handling measures have not been considered.

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school's complaints policy. If users are repeatedly abusive or inappropriate, they will be blocked.

Staff responsible for our social media accounts will also ensure that all content shared on social media platforms is age appropriate for the school community.

### **2.4 Following other social media users**

The school:

- Will only 'like' Facebook pages with a non-commercial interest – being 'liked' by us does not imply endorsement of any kind

### 3. Personal use of social media by staff

The school expects all staff (including governors and volunteers) to consider the safety of students and the risks (reputational and financial) to the school when using social media channels, including when doing so in a personal capacity. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff members will 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.
- Complain about the school, individual students, colleagues or parents/carers.
- Reference or share information about 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
- Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff behaviour policy.

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

### 4. Personal use of social media by students

The school encourages students to

- Be respectful to members of staff, and the school, at all times
- Be respectful to other students and parents/carers
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Students **should not** use social media to:

- Complain about individual members of staff or other students
- Complain about the school
- Make inappropriate comments about members of staff, other students or parents/carers
- Post images of other staff or students without their permission

Any concerns about a pupil's social media use will be dealt with in line with the school's behaviour policy.

### 5. 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 complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Parents/carers **should not** use social media to:

- Complain about individual members of staff, other parents/carers or students
- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers or students
- 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, following the school's complaints policy. If users are repeatedly abusive or post inappropriate content that affects the school's community and policy, will be blocked by the designated moderator.

## 5.1 Telegram Group

From Magno we have created a Telegram group for parent delegates, it is a group led by Alicia Perelló with the purpose of communicating in cascade with parent representatives of each course.

**It is not allowed under any circumstances:**

-Disrespect between members of the group or towards the school. They will be expelled directly from the group.

-Messages of hate or incitement to violence.

**It will be used for the purpose of:**

-Doubts or queries not resolved in the delegate meetings.

-Incidents that arise and want to be resolved immediately.

-Organization of events, ideas...

-Surveys

## 6. Training and awareness

**Training for Staff:**

- All staff members must attend annual training on the school's social media policies and best practices for professional online conduct.
- Training sessions will include updates on relevant laws such as data protection (GDPR compliance) and safeguarding practices.
- Educators will be trained on how to manage their social media presence, including avoiding interactions with students on personal social media platforms.

**Training for Students:**

- Students will receive regular workshops on digital citizenship, responsible social media usage, and online safety.
- Specific sessions will be held to raise awareness about cyberbullying, privacy risks, and maintaining a positive digital footprint.

## 7. Monitoring and review

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime). We also reserve the right to disable social media traffic on key networks within the school where the use of social networking is not appropriate, such as wi-fi and wired networks used for teaching.

The Principal will monitor the implementation of this policy, including making sure that it is updated to reflect the needs and circumstances of the school.

This policy will be reviewed every year.

## **8. Related policies**

- Safeguarding & Child Protection policy
- ICT and Internet Acceptable use policy
- Behaviour policy
- Staff Behaviour/ Code of Conduct policy
- Mobile Phone Use policy
- Communications policy