



FINHAM PARK
MULTI ACADEMY TRUST

Social Media Policy

Policy written: December 2025

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Document History

Version	Date	Author	Summary Changes
V1	December 2025	J Waldron	New Policy

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1. Purpose and scope

This policy aims to:

- Set guidelines and rules on the use of Trust and school social media channels
- Establish clear expectations for the way members of the Trust and school communities engage with each other online
- Support the Trust'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:

- Trust/school IT facilities and equipment
- Equipment belonging to members of staff and pupils
- Any other IT/Internet-enabled equipment

All members of the Trust/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 Trust'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 Trust/school social media

The Trust/school approved social media channels are as follows:

- Facebook
- Instagram
- TikTok
- LinkedIn

There are no other current approved channels, any other channels should be discussed at Trust level prior to approval.

2.1 Facebook

The schools/Trust will 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 pupils and staff

- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals
- Invitations to provide feedback

The schools/Trust will not post on Facebook:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses unless directly related to the school
- Links to staff members' personal accounts

2.3 Instagram

The schools/Trust will post on Instagram:

- 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 pupils and staff
- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals
- Invitations to provide feedback

The schools/Trust will not post on Instagram:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses unless directly related to the school
- Links to staff members' personal accounts

2.4 TikTok

The school/Trust will post on TikTok:

- Advertisements for school events or activities
- Achievements of pupils and staff
- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals

The school will not post on TikTok:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses unless directly related to the school
- Links to staff members' personal accounts

2.5 LinkedIn

The schools/Trust will post on Instagram:

- Advertisements for school events or activities
- Job vacancies or requests for volunteers
- Links to newsletters, guidance and factsheets for parents and carers
- Achievements of pupils and staff
- Photos or posts about events and activities
- Seasonal greetings and messages about religious festivals
- Invitations to provide feedback

The schools/Trust will not post on Instagram:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses unless directly related to the school
- Links to staff members' personal accounts

2.6 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

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the Trust/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.

2.7 Following other social media users

The Trust/schools:

- Will only 'like' Facebook pages with a non-commercial interest – being 'liked' by us doesn't imply endorsement of any kind
- May follow other users if followed us on Instagram – being followed by us doesn't imply endorsement of any kind
- May follow other users if followed on TikTok – being followed by us doesn't imply endorsement of any kind

3. Setting up a new school account

There must be a strong business reason for creating official school and Trust sites to communicate with pupils or others. Staff must not create sites for trivial reasons which could expose the school or Trust to unwelcome publicity or cause reputational damage. A Data Protection Impact Assessment may need to be completed before a school or the Trust sets up a new site, and any such site must be frequently monitored for compliance with school policies.

Official school and Trust sites must be created only according to the requirements specified below. Sites created must not breach the terms and conditions of social media service providers, particularly with regard to minimum age requirements.

- Staff members participating in social media for work purposes are expected to demonstrate the same high standards of behaviour as when using other media or giving public presentations on behalf of the school/Trust.
- Prior to creating a site, careful consideration must be given to the purposes for using social media and whether the overall investment is likely to be worthwhile for achieving the proposed pedagogical outcome.
- The proposed audience and level of interactive engagement with the site, for example whether pupils, staff or members of the public will be able to contribute content to the site, must be discussed with SLT.
- Staff members must consider how much time and effort they are willing to commit to the proposed site. They should be aware that maintaining a site is not a one-off task, but involves a considerable time commitment.
- The Headteacher or relevant SLT member must take overall responsibility to ensure that enough resources are provided to keep the site refreshed and relevant. It is important that enough staff members are trained and are able to maintain and moderate a site in case of staff absences or turnover.
- There must be a careful exit strategy and a clear plan from the outset about how long the site will last. It must not be neglected, creating a potential risk to the school or Trust's brand and image.
- The Data Protection Officer must always be consulted prior to setting up and social media site, including as to whether it is necessary to conduct a data protection impact assessment in respect of the site.

4. Personal use of social media by staff

The school expects all staff (including governors and volunteers) to consider the safety of pupils 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:

- Comment or interact with school/Trust accounts from personal Social Media accounts (excluding LinkedIn)
- Use personal accounts to conduct school business

- Accept 'friend requests' from, or communicate with, pupils past or present
- Complain about the school, individual pupils, colleagues or parents/carers
- Reference or share information about individual pupils, colleagues or parents/carers
- Post images of pupils
- 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 pupils (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.

Staff should not have contact via personal accounts with past pupils (if ongoing communication is required, this should be using via official school channels).

5. Personal use of social media by pupils

The school encourages pupils to

- Be respectful to members of staff, and the school, at all times
- Be respectful to other pupils 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

Pupils should not use social media to:

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

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

6. 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 pupils.

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 pupils 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 pupils
- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers or pupils
- Draw attention to, or discuss, behaviour incidents
- Post images of children other than their own

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).

The headteacher 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 12 months. The Trust Board is responsible for approving this policy.

8. Related policies

- Staff Code of Conduct
- Privacy Notices
- LGB and Members & Trustees Code of Conduct
- FPMAT Information Security Policy
- Data Protection Policy
- FPMAT Child Protection and Safeguarding

9. Social Media Site Creation Approval Form

Use of social media on behalf of a school or the Trust must be approved prior to setting up sites.

Please complete this form and forward it to the Headteacher or Executive Headteacher/CEO

TEAM DETAILS	
Department	
Name of author of site	
Author's line manager	
PURPOSE OF SETTING UP SOCIAL MEDIA SITE (please describe why you want to set up this site and the intended content of the site)	
What platform are you intending to use? (Instagram, LinkedIn, etc)	
What are the aims you propose to achieve by setting up this site? What is the proposed content of the site?	

PROPOSED AUDIENCE OF THE SITE

Please tick all that apply.

Pupils of the school (provide age range)	
The school or Trust's staff	
Pupils' family members	
Pupils from other Schools (provide names of Schools)	
External organisations	
Members of the public	
Others; please provide details	

PROPOSED CONTRIBUTORS TO THE SITE

Please tick all that apply

Pupils of the Academy (provide age range)	
The Academy's staff	
Pupils' family members	
Pupils from other Schools (provide names of Schools)	
External organisations	
Members of the public	
Others; please provide details	

ADMINISTRATION OF THE SITE

Names of administrators (the site must have at least 2 approved administrators)	
Names of moderators (the site must have at least 2 approved moderators)	
Who will vet external contributors?	
Proposed date of going live	
How do you propose to advertise for external contributors? (if relevant)	
What security measures will you take to prevent unwanted or unsuitable individuals from contributing or becoming 'friends' of the site?	

APPROVAL
(approval from relevant people must be obtained before the site can be created. The relevant managers must read this form and complete the information below before final approval can be given).

Line Manager I approve the aims and content of the proposed site.	Name	
	Signature	
	Date	
Headteacher or Executive Headteacher/CEO I approve the aims and content of the proposed site and the use of Academy brand and logo.	Name	
	Signature	
	Date	

Reviewed by:

J Waldron

December 2025

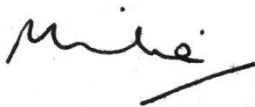
Next review date:

February 2027

Approved by Trustees:

24th February 2026

Signed:



MARK BAILIE
Executive Headteacher

Signed:



PETER BURNS MBE
Chair of Board of Trustees