



Inspiring Learners, Growing Together

Castlethorpe First School • North Crawley CE School • Sherington CE School • Stoke Goldington CE School
St Andrews CE Infant School • Newton Blossomville CE School

The Village Schools Federation aspires to nurture and inspire every child to experience life in all its fullness. Our schools are rooted in inclusive Christian values to enable all to flourish by building knowledge, confidence and resilience for the future. We strive to be the best we can be.

“Whatever we do, we work at it with all our heart”

Colossians 3:23

Social Media Policy

This policy aims to:

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

Staff, governors, pupils 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 pupils
- 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. 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 Federation’s official social media channels are as follows:

Facebook/ Instagram– Village Schools Federation, Castlethorpe First School, Newton Blossomville CE School, North Crawley CE School, Sherington CE School, St Andrews CE Infant School, Stoke Goldington CE School

These accounts are managed by the Lead Teacher per school and the PA to Executive Headteacher. Staff members who have not been authorised to manage, or post to, the accounts, 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 contact the school office.

2.1 Facebook/ Instagram

The Village Schools Federation or school will post on Facebook and/or Instagram:

- Advertisements for school events or activities
- Job vacancies or requests for volunteers
- Links to newsletters, guidance and factsheets for parents and carers
- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals

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

2.2 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 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.

2.3 Following other social media users

The school:

- Will only 'like' Facebook pages or Instagram posts with a non-commercial interest – being 'liked' by us doesn't 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 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, we strongly advise staff and governors to not:

- Use personal accounts to conduct school business
- Accept 'friend requests' from, or communicate with, pupils, parents or carers, past or present

When using social media, staff and governors cannot:

- Complain about the school/Federation, individual pupils, staff, governors or parents/carers
- Reference or share information about individual pupils, staff, governors or parents/carers
- Post images of pupils
- Express personal views or opinions that could be interpreted as those of the school/Federation
- Link their social media profile to their work email account
- Use personal social media during timetabled teaching time

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.

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 via the school office email.

4. Personal use of social media by pupils

The expectation is that none of the children attending the Federation schools would have access to social media in line with the age guidelines published by the social media companies, and in line with Government recommendations. These guidelines are available on our website [here](#) and information is shared with parents/carers at curriculum information meetings at the start of the school year and at online safety information meetings later in the school year.

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 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

5.1 WhatsApp groups

We note that parents/carers often create WhatsApp groups when their child starts school as a way of building relationships with other parents. The School/Federation does not have an involvement in the set-up, content or running of these groups.

We expect parents/carers to follow the above social media guidelines when using school WhatsApp groups.

6. Training and awareness

Staff and governor induction includes guidance on the use of social media and safe online practices. The VSF computing curriculum teaches children safe online practices including social media. Information is available on our website [here](#) and information is shared with parents/carers at curriculum information meetings and online safety meetings.

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, through weekly monitoring and filtering procedures, 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 Executive Headteacher will monitor the implementation of this policy, including making sure that it is updated to reflect the needs and circumstances of the school/Federation.

This policy will be reviewed every year.

8. Related policies

Child protection and Safeguarding policy
Computing and internet acceptable use policy
Behaviour policy
Staff code of conduct
Remote Learning policy

Governors approval:	22.10.2025
Reviewed:	Oct 2025
Next Review:	Sept 2026 (or earlier if legislation changes)