

Social Media Code of Conduct for Parents

Low Ash Primary School



Approved by:	The Governing Body	16.7.25
Last reviewed on:	17.7.24	
Next review due by:	Summer 2026	

Introduction

Low Ash Primary School understands the benefits of using social media; however if misused, the school community can be negatively affected, such as by damaging the school's reputation. This code of conduct sets out clear procedures for how we expect parents to conduct themselves on social media and when using messenger apps, such as WhatsApp.

1. Legal framework

This policy has due regard to statutory legislation, including, but not limited to, the following:

- Data Protection Act 1998
- Defamation Act 2013
- Protection of Freedoms Act 2012 (as amended)

2. Online safety and social media conduct

Low Ash Primary School expects parents to behave in a civilised nature online and will not tolerate any of the following behaviour online:

- Posting defamatory 'statuses' about fellow parents, pupils, the school or its employees
- Complaining about the school's values and methods on social media

The school has a complaints procedure policy in place, to avoid parents broadcasting grievances online.

- Parents will be made aware of their responsibilities regarding their use of social networking and their conduct online.
- Breaches of this code of conduct will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution.
- Parents will not attempt to 'friend' or 'follow' any member of staff on social media.
- Parents are instructed not post anonymously or under an alias to evade the guidance given in this code of conduct.
- Low Ash Primary School retains the right to request any damaging material to be removed from social media websites.

3. Online messaging

Low Ash Primary School expects parents to use messaging apps, such as WhatsApp, for purposes beneficial to themselves and the school, and will not accept any of the following behaviour:

- Sending abusive messages to fellow parents
- Sending abusive messages about members of staff, parents or the school
- Sending abusive messages to members of staff

The school appreciates the simplicity and ease of instant messaging online; keeping in contact outside of school can benefit the school community by keeping the school community closer.

- Should any problems arise from contact over messaging apps, the school will act quickly by contacting parents directly, to stop any issues continuing.
- Low Ash Primary School can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.
- The school's complaints procedure will be followed as normal if any members of the governing body or Friends of Low Ash cause any discrepancies through their conduct whilst using online messaging.
- The headteacher can, with the permission of the parent, view messages sent between members of the parental body in order to deal with problems quickly and effectively.
- The headteacher can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

4. Monitoring and review

- The Headteacher will review this code of conduct on a regular basis and will communicate any changes to all parents, Governors and staff
- All parents will be required to read this code of conduct and sign the agreement form should any changes be made.

Signed: Chair of Governors

Letter to Parents

(Address line one)

(Address line two)

(Town)

(County)

(Postcode)

(Date)

RE: Parents' use of social media

Dear Parents,

Low Ash Primary School understands and appreciates the benefits of social media; however, whilst there are many positive benefits to using social media; there may also be some significant negative impacts, such as cyber bullying, which the school does not tolerate.

In order for us to set the best example possible to pupils at Low Ash Primary School, we would like to invite parents to do the same. The school urges parents to review and sign our code of conduct, which outlines how to act when using social media.

Should Low Ash Primary School be subject to any online abuse, we will take the appropriate action, which may include considering our legal options to deal with and defamatory or libellous activity on social media.

If any parents do have any concerns to make, or would like to discuss this subject further, please contact us directly.

Kind regards,

Beth Medhurst

Headteacher

Low Ash Primary School