



Nebula
where stars are born

The Nebula Federation Social Media Code of Conduct for Parents

FRETtenham PRIMARY SCHOOL
HAINFORD CHURCH OF ENGLAND VC PRIMARY SCHOOL
HORSFORD CHURCH OF ENGLAND VA PRIMARY SCHOOL
OLD CATTON CHURCH OF ENGLAND JUNIOR SCHOOL
ST. FAITHS' CHURCH OF ENGLAND VC PRIMARY SCHOOL
WHITE WOMAN LANE JUNIOR SCHOOL

Social Media Code of Conduct for Parents

Contents:

Statement of intent

1. Legal framework

2. E-safety and social media conduct

3. Online messaging

4. Photography and images

5. Responsibility

6. Monitoring and review

Appendix i Acceptable Use of Social Media Letter to Parents

Appendix ii Parental responsibilities

Statement of intent

The Nebula Federation understands the benefits of using social media; however if misused, the federation community can be negatively affected, such as by damaging the federation'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 and Facebook, with regard to the federation, the schools in the federation and its reputation. We ask that parents read this document and ensure they always act in accordance with the stipulations contained within.

1. Legal Framework

This document has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- Data Protection Act 2018
- UK General Data Protection Regulation (GDPR)
- Protection of Freedoms Act 2012

This document operates in conjunction with the following academy policies:

- Complaints Procedure Policy
- Social Media Policy
- Data Protection Policy
- Images Policy
- Pupil Code of Conduct

2. Online safety and social media conduct

The schools in the Nebula Federation expect 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 schools or its employees
- Complaining about the schools' values and methods on social media
- Posting content containing confidential information regarding the school, federation or any members of its community, e.g. a complaint outcome
- Contacting school through social media, including requesting to 'follow' or 'friend' them, or sending them private messages
- Creating or joining private groups or chats that victimise or harass a member of staff or the federation in general
- Posting images of any staff members or pupils without their prior consent

Parents' social media usage will be in accordance with the federation's Social Media Policy. Parents will be made aware of their responsibilities regarding their use of social networking and their conduct online.

The Federation and its' individual schools retains the right to request that any damaging material is removed from social media websites. If parents wish to raise a complaint, the Nebula Federation has a Complaints Procedures Policy in place, to avoid parents broadcasting grievances online.

Breaches of this code of conduct will be taken seriously by the federation and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution. Parents are instructed not to post anonymously or under an alias to evade the guidance given in this code of conduct.

3. Online messaging

The schools in the Nebula Federation expect parents to use messaging apps, such as WhatsApp, for purposes beneficial to themselves and the schools, and will not accept any of the following behaviour:

- Sending abusive messages to fellow parents
- Sending abusive messages to members of staff
- Sending frequent messages to members of staff
- Sending abusive messages about members of staff, parents, pupils or the schools or federation of schools
- Sharing confidential or sensitive information about members of staff, parents, pupils or the academy
- Bringing the academy or its staff into disrepute

The schools in the Nebula Federation appreciate the simplicity and ease of instant messaging online; keeping in contact outside of the schools can benefit the school community by keeping the school community closer. The federation does not, however, condone parents sending frequent and unimportant messages to staff. Parents should understand that staff should not be contacted outside of working hours. If parents wish to talk to staff, parents should arrange a meeting with the teacher by speaking to the office staff.

Should any problems arise from contact over messaging apps, the schools will act quickly by contacting parents directly, to stop any issues continuing.

The school concerned can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.

The Nebula Federation complaints procedure will be followed as normal if any members of the parent teacher association or governing body cause any discrepancies through their conduct whilst using online messaging.

The Executive Headteacher, her Executive Deputies and individual Heads of School 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 Executive Headteacher can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

4. Photography and Images

Parents may be permitted to take photos of their children at certain school events, such as sports day or during a theatre production; however, parents are only able to take photos of their own children, and should only share photos of their own children on social media. Parents must not take photos of other children, staff members or volunteers, nor post them on social media without the consent of those within the images or, where applicable, their parents.

During events outside of school, such as dropping children off at the school gate, or whilst visiting the schools, parents must not take photos of any members of the school community, nor share these photos on social media.

5. Responsibility

Parents are responsible for supporting the schools and the federation by monitoring their own use of social media and online messaging. Parents must adhere to the Social Media Code of Conduct for Parents at all times.

Parents are responsible for ensuring they support the schools and federation by monitoring their children's use of social media and online messaging. Parents must support their children in adhering to the Pupil Code of Conduct.

6. Monitoring and review

The Executive Headteacher will review this code of conduct on a bi-annual basis and will communicate any changes to all teachers and parents.

Please see further information in the appendix.

Appendix i

Acceptable Use of Social Media letter to Parents

RE: Parents' use of social media

Dear parents/carers,

The Nebula Federation understands and appreciates the benefits of social media; however, there may also be some significant negative impacts, such as cyberbullying, which the federation of schools does not tolerate.

For us to set the best example possible to pupils at our schools, we would like to invite parents to also lead by example. The school urges parents to review and adopt our code of conduct, which outlines how to act when using social media.

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

If any parents do have any concerns to raise, or would like to discuss this subject further, please contact the school office to arrange an appointment with a member of staff.

Kind regards,

Head of School

Appendix ii

Parental Responsibilities

As a parent of a child or children in our schools, please read and understand the terms and conditions of this code of conduct.

Ensure you understand your obligations under this code of conduct and agree to comply fully with them.

Ensure that your conduct does not breach this code of conduct in any way, including:

- Sending abusive messages to parents or teachers.
- Sending abusive messages about parents and teachers.
- Posting defamatory content about other parents, pupils, teachers or the school.
- Using social media to complain or post any grievances about the school's values and methods.
- Posting content containing confidential information to do with the school or any members of its community, e.g. regarding a complaint outcome.
- Contacting school employees through social media, including requesting to 'follow' or 'friend' them, or sending them private messages.
- Creating or joining private groups or chats that victimise or harass a member of staff or the school in general.
- Posting images of any staff members or pupils without their prior consent