



St Hilda's Moorland Federation
Egton CE (VA) School and Danby CE (VA) School

SOCIAL NETWORKING POLICY

Effective Date:	February 2025
Date Due for Review:	Spring Term 2027
Approved By:	Full Governing Body
Approval Date:	11th February 2025
Signed by Chair of Governors	Matthew White

Our vision statement

‘Inspire learning and help children to achieve their potential in a caring, happy and distinctively Christian family.’

The Bible verse that underpins our Vision Statement

"I have come that they may have life, and have it to the full."
John 10:10.

Our Strapline

‘Learning and Growing together with God.’



In the context of this policy “everyone*” refers to members of staff, students, governors, parents, friends and anyone working in a voluntary capacity throughout the Federation.

Introduction

Social networking activities conducted online outside, such as blogging (writing personal journals to publicly accessible internet pages), involvement in social networking sites such as Facebook, Instagram etc. and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation’s reputation or image. In addition, St Hilda’s Moorland Federation has a firm commitment to safeguarding children in all aspects of its work.

This policy has been written to set out the key principles and code of conduct that we expect of all members of our school with respect to their responsibilities in connection with the use of social networking sites.

Key Principles

- Everyone* at St Hilda’s Moorland Federation has a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.
- It is important to protect everyone* at St Hilda’s Moorland Federation from allegations and misinterpretations which can arise from the use of social networking sites.
- Safeguarding children is a key responsibility of all members of staff and it is essential that everyone* in our schools consider this and act responsibly if they are using social networking sites. Please note anyone working in the school as a paid employee **MUST NOT** communicate with current children via social networking. Volunteers are advised not to communicate with current children via social networking.

Aims

- To set out the key principles and code of conduct expected of all members of staff, students, parents, governors, friends and volunteers in St Hilda’s Moorland Federation with respect to social networking.
- To further safeguard and protect children and staff.

Code of Conduct for Everyone* at St Hilda’s Moorland Federation – Social Networking

The following are **not considered acceptable** in St Hilda’s Moorland Federation:

- The use of either school or the federation’s name, logo, or any other published material without written prior permission from the Headteacher. This



applies to any published material including the internet or written documentation.

- The posting of any communication or images which links either school or the federation to any form of illegal conduct or which may damage the reputation of the school. This includes defamatory comments.
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school.
- The posting of any images of employees, children, governors or anyone directly connected with the school whilst engaged in school activities without the express permission of the school or parents and carers of children involved.

In addition to the above “everyone* at St Hilda’s Moorland Federation must ensure that they:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about either school or the federation, or anyone at or connected with either school or the federation.
- Use social networking sites responsibly and ensure that neither their personal/professional reputation, or the school’s/federation’s reputation is compromised by inappropriate postings.
- Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.

Potential and Actual Breaches of the Code of Conduct

- In instances where there has been a breach of the above Code of Conduct, the following will apply: Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure (Staff). A breach of this policy will be considered to be a serious disciplinary offence (Staff) which is also contrary to the federation’s ethos and principles.
- The Governing Body will take appropriate action in order to protect the school’s reputation and that of its staff, parents, governors, children and anyone else directly linked to the federation.
- The Governing Body will seek legal advice as appropriate.

Parents and Friends are reminded that either school’s social media is a one-way communication tool with parents to inform them of the learning taking place in their child’s class. Pages are to be strictly used as a one way communication tool with parents. They are not a discussion forum. Any parents who use it to speak negatively about the school will be blocked and banned from the associated page.



We encourage parents to read our Social Media Policy. If parents feel they need to discuss any issues, please contact the schools directly on 01287 660345 (Danby) and 01947 895369 (Egton).

We will try and keep parents updated with everything going on in the federation as soon as we possibly can. We will try to provide useful links and any other information that we feel will help improve your child's learning.

Whilst every attempt has been made to cover a wide range of situations, it is recognised that this policy cannot cover all eventualities. There may be times when professional judgements are made in situations not covered by this document, or which directly contravene the standards outlined in this document. It is expected that in these circumstances staff will always advise the Headteacher of the justification for any such action already taken or proposed. The Headteacher will in turn seek advice from NYCC where appropriate.