Social Media Policy

Approved by:	M W Clack, Principal	**Last reviewed on:**	September 2026
Date:	September 2026	**Next review due by:**	August 2027

1. Purpose and scope

This policy aims to:

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

- School IT facilities and equipment
- Equipment belonging to members of staff and students.
- 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.

1.1 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 school's official social media channels are as follows:

- Instagram: britannica_budapest
- Facebook: Britannica International School Budapest

These accounts are managed by Head of Customer Experience and Head of Marketing. Staff members who have not been authorised by SLT / HoCE or HoM to manage, or post to, the account, 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 speak to Head of Marketing.

2.1 Facebook

The school will post on Facebook:

- Advertisements for school events or activities
- Achievements of students and staff
- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals
- Invitations to marketing events e.g. Open days

The school **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 account

2.2 X (formerly Twitter)

The school does not currently maintain an active official account on X. Any future account must be approved and managed under this policy.

2.3 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, such as selling items or "fund raisers"
- Surveys that have not been approved and where data privacy rights have not been made clear and personal data handling measures have not been considered.

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.

2.4 Following other social media users

The school:

- Will only 'like' Facebook pages with a non-commercial interest – being 'liked' by us does not imply endorsement of any kind
- May follow other users if you follow us on X (formerly Twitter) – being followed by us doesn't imply endorsement of any kind

3. Personal use of social media by staff

The school expects all staff (including board members and volunteers) to consider the safety of students 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**:

- Use personal accounts to conduct school business.

- Accept friend requests from, or communicate privately through personal accounts with, current students. Contact with former students must maintain professional boundaries and use official channels where the relationship arose through school.
- Post confidential, abusive, discriminatory, defamatory or knowingly false material about the school, students, colleagues or parents/carers. This does not restrict lawful whistleblowing, protected reporting or the use of the school's complaints and grievance procedures.
- Reference or share information about individual students, colleagues or parents/carers.
- Post images of students to their personal accounts.
- 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 students (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 students (if ongoing communication is required, this should be used via official school channels).

4. Personal use of social media by students

The school encourages students to:

- Be respectful to members of staff, and the school, always
- Be respectful to other students 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

Students **should not** use social media to:

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

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

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 students.
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 always
- Be respectful of, and about, other parents/carers and other students 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 students
- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers or students
- Draw attention to, or discuss, behaviour incidents

- Post images of children other than their own

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 post inappropriate content that's affects the school's community and policy, will be blocked by the designated moderator.

5.1 Classlist

We expect parents/carers to follow the above social media guidelines when using the Classlist app and the principles outlined in the Classlist Guidance for Primary / Secondary Parents.

6. Training and awareness

The School will provide appropriate guidance and training on the safe, responsible and professional use of social media. This will include safeguarding, professional boundaries, privacy and data protection, online conduct, and the reporting of concerns. Students will receive age-appropriate guidance on responsible digital citizenship, and relevant information will be provided to parents and carers. Safeguarding concerns must be reported promptly in accordance with the School's Safeguarding and Child Protection Policy.

7. Monitoring and review

The school may monitor use of school-owned systems where there is a documented lawful basis and legitimate purpose, and where monitoring is necessary, proportionate and transparent. Monitoring will follow the school's privacy notices, data-protection requirements and authorised procedures. The school may restrict social-media traffic on its networks where justified for safeguarding, security or educational reasons.
The Principal 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 year. On behalf of the Board, the Director of Education is responsible for approving this policy.

8. Related policies

- Safeguarding & Child Protection policy
- ICT and Internet Acceptable use policy
- Behaviour policy
- Staff Behaviour/ Code of Conduct policy
- Mobile Phone Use policy