



GREENHAUGH PRIMARY SCHOOL FACEBOOK POLICY

Document Record

Version	Reason for Amendments/Update/Review	Date of Adoption by Greenhaugh Primary School	Date of next review
1.0	Governors adopted the policy	Autumn 2024	
4.0	Amendment Updated in line with KCSiE 2026 and Children's Wellbeing and Schools Act 2026 Safeguarding & Pupil Online Safety (KCSiE Alignment) - age restrictions regarding social media Governor and Staff Code of Conduct (Acceptable Use Policy) Front facing photos – Use of Images policy 2026	Autumn 2026	Autumn 2027

Signed: Leanne Dotchin, Headteacher

Signed: Sarah Barnes, Chair of Governors

Date:

1. Introduction:

The Greenhaugh Primary School Facebook page (known as the page from here-on) is run by the school. It is managed by the Headteacher. The Facebook page is designed to:

- Inform, engage and communicate with parents, carers and other interested parties.
- Recognise, celebrate and promote the work of the school and its students.
- Communicate and reinforce school policies and good practice.

Postings will include updates on everyday school life, activities, clubs, events, useful information and websites, advice, suggestions, songs, books and photos of activities.

The school's official Facebook page is a unidirectional communication tool intended exclusively for parents, carers, and community stakeholders aged 16 and over. In compliance with the **Children's Wellbeing and Schools Act 2026**, this page enforces strict age-assurance settings to prevent access by individuals under the age of 16. The page administrators will disable open direct messaging from unknown public profiles and restrict public commenting to verified adult accounts to mitigate online harms and stranger communication.

2. Safeguarding & Pupil Online Safety

As children under the age of 16 are legally restricted from holding social media accounts under UK law, any identification of an active personal Facebook or social media profile belonging to a registered pupil of this primary school will be treated as a safeguarding concern. Staff or governors who discover a pupil profile must not interact with it, tag it, or send direct messages. Instead, the profile details must be logged immediately via the school's safeguarding systems and escalated to the **Designated Safeguarding Lead (DSL)**, who will engage with the parents regarding online safety and legal age restrictions.

3. Posts and Comments

- 3.1. The headteacher will be responsible for updating the page on a regular basis. The headteacher will communicate in a positive, accurate, respectful and responsible manner. She will uphold and promote the values of the school vision statement at all times.
- 3.2. All parents and carers are also welcome to like & share. We would request that they do so in a similarly positive, respectful and constructive manner.
- 3.3. If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on the page timeline and encourage them to speak directly to the Head/Class teacher.
- 3.4. Under no circumstances should any child/children be named or described on the page. This is due to data protection and the legal responsibility we have to keep the children safe. We have a pinned post stating this at the top of our Facebook page. The exception to this is if parents have chosen to name their own child in a comment.

4. Governor and Staff Code of Conduct (Acceptable Use Policy)

Governors and staff members maintain a strict boundary between their professional duties and personal social media use. Governors must not use personal Facebook profiles, personal Messenger accounts, or unofficial, parent-run Facebook groups to discuss school business, adjudicate parental complaints, or

comment on school governance. All official governance communications must go through the school-allocated email system or official clerk channels. Furthermore, governors must not accept 'friend requests' or initiate social media contact with any current pupil or recent leaver under the age of 16.

5. Photographs and videos

To mitigate the risks of digital kidnapping, AI-generated deepfakes, and facial-recognition tracking, the school enforces a strict protocol regarding image publication on the official Facebook page and website. The school will default to using "unidentifiable" imagery—such as over-the-shoulder shots, angled profiles, or photos focusing on children's work, hands, or backs—wherever possible.

Front-facing photos that clearly identify a pupil's face may only be published if the following cumulative conditions are met:

- **Explicit Consent:** The child's parent or legal guardian has provided active, opt-in written consent for the current academic year specifically covering social media usage.
- **Anonymity:** No pupil names, year groups, or identifying personal details are included in the caption or metadata accompanying the photo.
- **Contextual Safety:** The photograph does not inadvertently reveal sensitive information, such as specific medical equipment, uniform badges that indicate specialised units, or locations that compromise vulnerable children (e.g., those looked-after or under witness protection).
- **Digital Safety:** We will avoid posting clear, high-resolution, front-facing facial shots altogether to protect children's biometric data and digital footprint. : Any photos will be locked down and all geo data removed.

Staff and governors are strictly prohibited from taking front-facing photos of pupils on personal devices; all imagery must be captured using school-owned equipment and vetted by the Designated Safeguarding Lead (DSL) or an approved member of the Senior Leadership Team (SLT) prior to upload.

5.1. Parents are asked to fill in a permission form for the school to use their child's photograph on school publicity materials including the school Facebook page.

5.2. Only authorised administrators have permission to upload photographs and videos on to the page. This is because they are aware of the parental permissions held by the school.

5.3. No-one else is permitted to post any photographs or videos on to the page. The setting allowing people to post or tag photos will be turned off.

5.4. No children will be tagged or named in relation to a photo directly on the page. However, there may be links to the school website or to third party articles (e.g. Hexham Courant) where children may be photographed and named.

6. Site moderation

6.1 The page will be moderated daily by the Head Teacher.

6.2 All visitors to the page are asked to inform the Head Teacher / office of any inappropriate comments, behaviour or concerns they have relating to the page.

6.3 The page profanity filter will be set to 'strong'.

6.4 We encourage parents and carers to view the page regularly. The Facebook private message facility will be turned off.

7. Misuse

7.1. In the event that an inappropriate or offensive comment is made by someone connected to the school it will be recorded by (screen shot) and brought to the urgent attention of the Head Teacher & if necessary passed to the police & or the Safeguarding Team

The Head Teacher will speak to the person involved, remove any comments that are deemed inappropriate or delete the entire post.

7.2. In the event that a child is described or named (whether in the main post or within comments) by someone other than their parent, it will be recorded by screen shot and immediately deleted/hidden whilst the person is contacted and asked to edit their post.

7.3. In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Head Teacher will respond accordingly. The response will depend on the content of the post but may include contacting the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies. In extreme cases an immediate ban will be placed.

7.4. If any individual repeatedly makes inappropriate comments (two times or more), the Headteacher has the discretion to ban the offending individual from the page and (where appropriate) report the offender to relevant external bodies.

8. Restrictions

8.1. The page is designed as a communication tool to engage with parents and carers. It is therefore restricted to people over 16 years of age.

8.2. Where a parent is under 16 years old, permission will be granted at the discretion of the Head Teacher.

8.3. The Head Teacher also has the discretion to remove or ban any followers that are known to be under 16 years old.