

TOWERVIEW PRIMARY SCHOOL



Social Media Policy

September 2025

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Towerview Primary School

Social Media Policy
Together Promoting Success
October 2025

Mission Statement

At Towerview Primary School, we are committed to fostering a safe, respectful, and inclusive environment for all members of our school community—pupils, staff, parents, governors, and local partners. Our ethos is built on the values of Honesty, Kindness, Respect, Self-control, Commitment, and Self-esteem, which guide our interactions both offline and online.

We recognise the importance of digital literacy and responsible use of technology in preparing our pupils for life and work. Social media, while offering opportunities for connection and collaboration, also presents risks that must be managed with care and responsibility.

Aims of the Policy

- To promote safe, respectful, and responsible use of social media by all members of the school community.
- To protect the reputation of Towerview Primary School and its stakeholders.
- To outline clear expectations for staff, parents, and pupils regarding online behaviour.
- To support the safeguarding of children in digital spaces.

Responsibilities of Staff

- Avoiding personal communication with pupils via social media platforms.
- Not sharing personal contact details or engaging in inappropriate online dialogue.
- Ensuring privacy settings are maximised on personal accounts.
- Refraining from posting any content that could bring the school into disrepute, including discriminatory, explicit, or offensive material.
- Not identifying the school or its pupils in personal posts without prior consent.
- Seeking permission from the Principal before posting any school-related images or content.

Responsibilities of Parents/Guardians

- Use social media responsibly when discussing school matters.
- Avoid posting images of pupils taken during school events unless permission has been granted.
- Report any incidents of cyberbullying or inappropriate online behaviour to the school immediately.
- Refrain from airing grievances publicly on social media; instead, follow the school's complaints procedure by contacting the relevant staff member or the Principal.
- Understand that defamatory comments may result in legal action.

Education and Awareness

Towerview Primary School is committed to educating pupils and parents about online safety through:

- Regular workshops and assemblies in partnership with organisations such as the PSNI and NSPCC.
- Sharing resources and guidance via the school website and social media channels.
- Promoting responsible digital citizenship as part of our curriculum.

Guidance for Pupils

- Pupils under the age of 13 should not access social networking sites.
- Pupils are taught to report any online behaviour that makes them feel uncomfortable.
- Online safety is embedded in our pastoral care and anti-bullying strategies.

School Social Media Channels

Towerview Primary School uses its official Facebook and Instagram pages to:

- Share school news, achievements, and events.
- Celebrate pupil success (first names only, with parental consent).
- Connect with educational partners and the wider community.

A register of pupils without social media consent is maintained in each classroom and the school office.

Mobile Devices

- Staff may use mobile phones discreetly in designated areas.
- Pupils are not permitted to bring mobile phones to school.
- Social media updates are managed via school devices only.

Monitoring and Enforcement

Breaches of this policy will be investigated and may result in disciplinary action under EA guidelines. The Board of Governors reserves the right to act to protect the school's reputation and the wellbeing of its community.

Review Date

This policy will be reviewed annually. Next review: October 2026