



St Saviour's School

Achieve • Respect • Cooperate

Social Media Policy for Parents and Staff



January 2026

Introduction

This policy provides clear guidance for staff, parents, carers, pupils and the wider school community on the safe, appropriate and responsible use of social media. It outlines how St Saviour's School uses social media to communicate, the standards expected of users, and the measures in place to safeguard all members of our community.

The policy supports the school's vision of a **safe, inclusive, respectful and transparent learning environment**, and reinforces our commitment to safeguarding, wellbeing, and positive partnerships with families.

This policy was originally developed in consultation with parents through a Parent Forum and continues to reflect community feedback, evolving digital practices, and current social media trends.

What do we mean by 'Social Media'?

Social media refers to online platforms and digital communication tools that allow users to create, share or comment on content and interact with others. These include, but are not limited to:

- Social networking sites (e.g. Facebook, Instagram, X)
- Messaging and group platforms
- Blogs, forums and comment sections
- Video-sharing platforms
- The school website and digital communication platforms

Social media is now an integral part of daily life. While it offers many opportunities for communication and engagement, it also presents safeguarding, privacy and wellbeing risks. This policy aims to promote safe, responsible and respectful use for all.

How the school communicates with parents and the community

St Saviour's School uses a range of communication methods, including:

- InTouch
- The school website
- Newsletters and class letters
- Parent consultations and meetings
- Email and telephone communication
- Official school social media accounts

Our official social media platforms are used to share **general updates, celebrate achievements, and promote school life**. Parents can follow:

- **Instagram:** stsavourschooljersey
- **Facebook:** St Saviour's School, Jersey

Links should always be accessed via the school website: **www.stsaviour.sch.je**

Social media is used to complement, not replace, formal communication channels.

Purpose of the school's use of social media

The school uses social media to:

- Share timely and relevant information
- Celebrate learning, achievements and school events
- Promote positive engagement with the wider community
- Provide a window into school life in a safe and controlled way

We are mindful of current social media trends, including increased sharing of images and short-form video, and ensure content is appropriate, inclusive and safeguarding-led.

Information shared on social media

The school publishes information of general interest, such as:

- Curriculum activities and enrichment opportunities
- Sporting and extracurricular achievements
- Trips and residential visit updates (after events have taken place)
- Whole-school celebrations and events

Social media posts will:

- Never replace official communications
- Avoid excessive posting
- Be carefully curated to protect privacy and wellbeing

Photographs and videos

- Images of pupils are only shared in line with **parental consent**
- No identifying or sensitive personal data is published
- No advance details of trips or events that could pose a safeguarding risk are shared

All content is managed in line with **data protection legislation**, including the Data Protection (Jersey) Law 2018.

Data Protection and Privacy

St Saviour's School is committed to protecting personal data. All social media use complies with:

- Data Protection (Jersey) Law 2018
- CYPES Data Protection Policy

Personal data will:

- Be processed lawfully, fairly and transparently
- Be limited to what is necessary
- Be stored and shared securely
- Never be used for commercial purposes

Concerns about data protection should be reported to the school immediately.

Professional boundaries and staff use of social media

To maintain professional boundaries:

- Staff are advised **not to accept friend or follow requests** from parents, carers or former pupils on personal social media accounts
- Staff must not discuss school matters, pupils or families on personal platforms
- Personal accounts should not be used to contact parents or pupils

Staff social media use is guided by:

- Staff Code of Conduct
- Safeguarding and Child Protection Policy
- Acceptable Use Policy

Failure to follow these expectations may lead to disciplinary action.

Our rules for school social media sites

By following or interacting with our official social media accounts, users agree to the following:

1. Social media will not be used to discuss personal or confidential matters relating to pupils, parents or staff
2. Bullying, harassment, discriminatory language or abusive behaviour will not be tolerated
3. Inappropriate comments may be removed without notice
4. Users who breach these rules may be blocked or reported to the platform
5. The school will act where necessary to safeguard individuals or the school community

Enforcement and reporting procedures

The school:

- Monitors its social media accounts regularly
- Responds promptly to concerns or inappropriate content
- Escalates safeguarding issues in line with safeguarding procedures
- Works with platform providers where required

Concerns should be reported to the school directly and will be handled sensitively and appropriately.

Guidance for parents using personal social media

We value parental involvement and understand the importance of capturing school memories. We ask parents to:

- Seek permission before posting images, names or videos that include other children
- Check and manage privacy settings on personal accounts
- Think carefully before posting comments about school-related matters

If you have a concern, question or complaint, please contact the school directly. Public discussion on social media often escalates situations and may cause distress to others.

Supporting an inclusive and safe community

St Saviour's School is committed to:

- Inclusion, respect and dignity for all
- Supporting wellbeing and positive online behaviour
- Promoting digital citizenship and resilience

All members of the community share responsibility for creating a safe and supportive online environment.

Related Policies

This policy should be read in conjunction with:

- Safeguarding and Child Protection Policy
- Data Protection Policy
- Behaviour Policy
- Staff Code of Conduct
- Acceptable Use Policy
- Compliments, Comments and Complaints Policy
- Government of Jersey Social Media Policy

Review

This policy will be reviewed no later than **January 2029**, or earlier if required due to legislative changes, emerging risks or developments in social media use.