

Park House Primary School



Social Media Code of Conduct for Parents

2019

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Statement of intent

At **Park House Primary School** we are very fortunate to have supportive and friendly parents. Our parents recognise that educating children is a process that involves partnership between home and school and understanding the importance of a good working relationship to equip children with the necessary skills for adulthood.

We understand the benefits of using social media; however if misused, the school community can be negatively affected, such as by damaging the school's reputation. This code of conduct sets out clear procedures for how we expect parents to conduct themselves on social media and when using messenger apps, such as WhatsApp and ClassDojo.

Signed by:

_____ Headteacher
_____ Chair of
_____ governors

Date: _____

Date: _____

Legal framework

This policy has due regard to statutory legislation, including, but not limited to, the following:

- Data Protection Act 2018
- The General Data Protection Regulation 2018
- Protection of Freedoms Act 2012 (as amended)

This document operates in conjunction with the following school policies:

- Complaints Procedure Policy

E-safety and social media conduct

Park House Primary School expects parents to behave in a civilised nature online and will not tolerate any of the following behaviour online:

- Posting statuses containing confidential information, e.g. regarding a complaint outcome
- Contacting school employees through social media, including requesting to 'follow' them or sending them private messages
- Creating or joining private groups or chats that victimise or harass a member of staff or the school in general

If parents wish to raise a complaint, the school has a Complaints Procedures Policy in place.

Breaches of this code of conduct will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution.

Parents will not attempt to 'friend' or 'follow' any member of staff on social media.

Staff are encouraged to not accept 'friend' or 'follow' requests from parents, therefore please don't be offended if these go un-responded to.

Parents are instructed not to post anonymously or under an alias to evade the guidance given in this code of conduct.

The school retains the right to request any damaging material is removed from social media websites

Parents' social media usage will be in accordance with the school's Social Media Policy.

In order to safeguard our pupils, parents are asked not to post photos or videos which include other people's children on social media

Park House Primary School retains the right to request any damaging material to be removed from social media websites.

Online messaging

Park House Primary School expects parents to use messaging apps, such as WhatsApp and ClassDojo, for purposes beneficial to themselves and the school, and will not accept any of the following behaviour:

- Sending abusive messages to fellow parents
- Sending abusive messages about members of staff, parents or the school
- Sending abusive messages to members of staff
- Sending frequent messages to members of staff

The school appreciates the simplicity and ease of instant messaging; keeping in contact outside of school can benefit the school community by keeping it closer.

The school does not, however, condone parents sending frequent and unimportant messages to staff. Parents should understand that staff should never be contacted outside of working hours (8.30am-5.30pm).

If parents wish to talk to staff, parents should arrange a meeting with the teacher by speaking to the school office.

Should any problems arise from contact over messaging apps, the school will act quickly by contacting parents directly, to stop any issues continuing.

The school can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.

The school's complaints procedure will be followed as normal if any members of the parent teacher association or governing board cause any issues through their conduct whilst using online messaging.

The headteacher can, with the permission of the parent, view messages sent between members of the parental body to deal with problems quickly and effectively.

The headteacher can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

Monitoring and review

The headteacher will review this code of conduct on an annual basis and will communicate any changes to all teachers and parents.

The next scheduled review date for this document is November 2021.

All parents will be required to read this code of conduct and sign the [Parental Declaration Form](#) should any changes be made.



Park House Primary School

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Tel/Fax: 01246 851185

Headteacher: Mrs S Kavanagh



@parkhouse1889



November

2020

Parent Declaration Form

I _____ (name), parent of _____ (name of child), declare that I have received, read and understood the terms and conditions of this code of conduct.

I understand my obligations under this code of conduct and agree to comply fully with them. I will ensure that my conduct does not breach this code of conduct in any way, including:

- Sending abusive messages to parents or teachers.
- Sending abusive messages about parents and teachers.
- Posting defamatory 'statuses' about other parents, pupils, teachers or the school.
- Using social media to complain or post any grievances about the school's values and methods.
- Posting statuses containing confidential information, e.g. regarding a complaint outcome.
- Contacting school employees through social media, including requesting to 'follow' them or sending them private messages.
- Creating or joining private groups or chats that victimise or harass a member of staff or the school in general.

Signed: _____

Date: _____