

Social Media Policy

1. Introduction

This policy ensures that staff, volunteers, parents, and pupils at Al-Islamia use social media responsibly, upholding professionalism, safeguarding principles, and the school's values. It outlines expectations for appropriate online conduct to protect the school's reputation and ensure compliance with safeguarding guidelines.

2. Official School Social Media Accounts

- The school maintains official social media accounts on the following platforms:
 - X (formerly Twitter): @AlIslamiaSchool
 - Instagram: [@alislamiaschool]
- These accounts are managed by the designated school communications team under SLT supervision.
- Staff should not create or use unofficial accounts representing the school.

3. Acceptable Use for Staff

- Staff are permitted to use WhatsApp and Facebook for professional networking or school-related communication.
- Staff must uphold the school's reputation when posting questions, opinions, or information in public or private groups.
- Social media must not be used to discuss confidential school matters or express views that could bring the school into disrepute.

4. Staff Interactions with Pupils and Parents

- Staff must not accept or engage with pupils or parents on personal social media accounts unless a pre-existing personal relationship exists and can be verified.
- If a pupil or parent attempts to connect via social media, staff must politely decline the request and, if necessary, report concerns to the SLT.

5. Digital Professionalism and Online Safeguarding

- All staff receive safeguarding training, which includes online safety and digital professionalism.
- The school will provide guidance and workshops to equip staff with the necessary skills to understand online professionalism and digital conduct.

We promote **IKHLAS**:

Inspiration – **Knowledge** – **Healthy Living** – **Leadership** – **Aspiration** – **Spirituality**

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6. Expectations for Parents and Volunteers

- Parents and volunteers are expected to uphold the school's reputation and safeguarding principles in their social media use.
- Any defamatory, inappropriate, or harmful content related to the school, staff, or pupils must not be posted.
- If concerns arise regarding online conduct, the school reserves the right to take appropriate action, including discussions with the individual or legal intervention where necessary.

7. Unacceptable Use

- Sharing confidential or sensitive information about the school.
- Engaging in inappropriate discussions or online disputes.
- Posting content that contradicts the school's IKHLAS values or DfE safeguarding regulations.

8. Consequences of Policy Breach

- Investigation and possible disciplinary action for staff.
- Reporting to external agencies if a safeguarding breach occurs.
- Parental warnings or restrictions for inappropriate social media conduct.

9. Policy Review

This policy will be reviewed annually to ensure it remains relevant and effective in safeguarding the school community.