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THE DEANES

SOCIAL MEDIA CODE OF CONDUCT FOR PARENTS POLICY



Contents:

Statement of intent

1. Legal framework
2. E-safety and social media conduct
3. Online messaging
4. Monitoring and review

Appendices

- a) Parent Declaration Form
- b) Acceptable Use of Social Media Letter to Parents

Statement of intent

The Deanes understands the benefits of using social media; however if misused, the academy community can be negatively affected, such as by damaging the academy'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.

Signed by:

_____	Headteacher	Date: _____
_____	Chair of governors	Date: _____

1. Legal framework

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

- Data Protection Act 1998
- Defamation Act 2013
- Protection of Freedoms Act 2012 (as amended)

2. E-safety and social media conduct

2.1. The Deanes expects parents to behave in a civilised nature online and will not tolerate any of the following behaviour online:

- Posting defamatory 'statuses' about fellow parents, pupils, the academy or its employees
- Complaining about the academy's values and methods on social media

2.2. The Deanes has a Complaints Procedures Policy in place, to avoid parents broadcasting grievances online.

2.3. Parents will be made aware of their responsibilities regarding their use of social networking and their conduct online.

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

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

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

2.7. The Deanes retains the right to request any damaging material to be removed from social media websites.

3. Online messaging

3.1. The Deanes expects parents to use messaging apps, such as WhatsApp, for purposes beneficial to themselves and the academy, 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 academy
- Sending abusive messages to members of staff

- 3.2. The Deanes appreciates the simplicity and ease of instant messaging online; keeping in contact outside of academy can benefit the academy community by keeping the academy community closer.
- 3.3. Should any problems arise from contact over messaging apps, the academy will act quickly by contacting parents directly, to stop any issues continuing.
- 3.4. The Deanes can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.
- 3.5. The academy's complaints procedure will be followed as normal if any members of the parent teacher association or governing body cause any discrepancies through their conduct whilst using online messaging.
- 3.6. The headteacher can, with the permission of the parent, view messages sent between members of the parental body in order to deal with problems quickly and effectively.
- 3.7. The headteacher can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

4. Monitoring and review

- 4.1. The headteacher will review this code of conduct on a regular basis and will communicate any changes to all teachers and parents.
- 4.2. All parents will be required to read this code of conduct and sign the [parent declaration form](#).

SOCIAL MEDIA CODE OF CONDUCT FOR PARENTS

Parent/ Carer Declaration Form

I (print name), parent/ carer of

..... (print name of child), declare that I

have received, read and understand 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 whilst my child is a pupil at The Deanes.

The Deanes will not tolerate any of the following:

- Sending abusive messages to parents or teachers
- Sending abusive messages about parents and teachers
- Posting defamatory 'statuses' about other parents, pupils, teachers or the academy
- Using social media to complain or post any grievances about the academy's values and methods

Signed:

Date:

Acceptable Use of Social Media Letter to Parents/ Carers

Dear parents/ carers,

RE: PARENTS' USE OF SOCIAL MEDIA

The Deanes understands and appreciates the benefits of social media; however, whilst there are many positive benefits to using social media; there may also be some significant negative impacts, such as cyber bullying, which the academy does not tolerate.

In order for us to set the best example possible to pupils at the Deanes, we would like to invite parents to do the same. The academy urges parents to review and sign our code of conduct, which outlines how to act when using social media.

Should The Deanes be subject to any online abuse, we will take the appropriate action, which may include considering our legal options to deal with any defamatory or libellous activity on social media.

If you have any concerns to raise, or would like to discuss this subject further, please contact me on 01268 773545

Kind regards,

Mr D McKeown
Headteacher