



## Hagley Primary School

# Social Media Code of Conduct for Parents

**Date:** January 2026

**Date of review:** January 2027

**Responsible member of staff:** Vanessa Payne

**Signature:** .....

*(Chair of governors)*

**Signature:** .....

*(Head Teacher)*



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## **Statement of intent**

Hagley Primary School understands 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.

### **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. Hagley Primary School 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 school or its employees
- Complaining about the school's values and methods on social media

2.2. The school 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 school 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. Hagley Primary School retains the right to request any damaging material to be removed from social media websites.

### **3. Online messaging**

3.1. Hagley Primary School expects parents to use messaging apps, such as WhatsApp, 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
- Defamatory communication regarding school procedures or policies

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

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

- 3.4. Hagley Primary School can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.
- 3.5. The school'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 Head Teacher 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 Head Teacher can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

## **Acceptable Use of Social Media Letter to Parents**

### **RE: Parents' use of social media**

Dear Parents and Carers

Hagley Primary School 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 school does not tolerate.

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

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

If any parents do have any concerns to make, or would like to discuss this subject further, please contact me.

Yours sincerely

Mrs Vanessa Payne  
Head Teacher