



Instagram Policy

'Learning with our head, heart and hands so that we can experience life in all its fullness'

Kindness, endurance, thankfulness, friendship and forgiveness

Publish on Website?	NO / YES
Approved by Governing Body	7/12/2023
Staff Consulted:	Teachers
Ratified by Governing Body:	7/12/2023
This policy is linked to and should therefore be read in conjunction with:	Safeguarding Policies Staff Code of Conduct Privacy Policies
Review in:	Two Years

Rationale

In this technology rich world our children, parents and the wider community live in, Social Media is becoming more and more part of daily life. We view Instagram as an effective way of communicating with all stakeholders. By having this social media platform the school is able to connect, share and showcase with our school community directly into their own feeds. This policy will explain acceptable use of Instagram relating to the Matching Green CE Primary School Instagram accounts, inclusive of the main account and the four class accounts.

Please note that our Instagram accounts will remain private. The Headteacher has control of the main account and the class teacher has control of their own class account. In the event that members of staff leave then passwords will be changed and the account will be deactivated from their devices and activated on the device of the new member of staff.

Matching Green CE Primary School accounts:

Main account - @matchinggreenceprimary
Potter Class - @potter.class
Nightingale Class - @nightingale.class
Darwin Class - @charlesdarwin.class
Shakespeare Class - @shakespeare.class

These accounts will be monitored by the Headteacher, who is the designated safeguarding lead and the two deputy safeguarding leads.

Aims

The purpose of the Instagram account is:

- To continue to advance school communication in addition to emails, newsletters, text messages and the school website
- To publicise school events and increase awareness about the school
- To make announcements and update information
- To highlight positive achievements
- To create an understanding about what happens throughout a school day and how we learn with our head, heart and hands to experience life in all its fullness
- To share updates when there are activities occurring outside of the school building

Safeguarding

In line with the school's data protection and child protection policies, the school has taken the following steps to protect its children, staff and parents when using social media:

- Written permission has been obtained from parents with regards to posting pictures of their children. These permissions will be updated annually at the beginning of each academic year. Parents/Carers are able to withdraw their permission or give consent to their permission at any time throughout the academic year. We will ask for this to be in writing.
- Parents/carers will be asked to not post images of their child at school events on their social media pages. There will be reminders of this at all school events. Parents/carers are welcome to take photos of their own child for personal use.
- If a photo of a child is uploaded on to our Instagram account and that child does not have permission from parents/carers it will be removed as soon as possible.
- Staff will be given a list of children who do not have permission for their image to be shared on social media.

- If there is a group image with a child who does not have permission in the photo, then their faces will be obscured e.g. by emoji or pixelated.
- Full names are not to be included in any social media posts
- Only stakeholders known to the school will be accepted to follow the Instagram accounts. If members of staff are unsure then a direct message will be sent asking for them to verify themselves.
- Parents/carers will not be followed back

The staff at Matching Green CE Primary School have the responsibility to safeguard the welfare of all the children. They are expected to adhere to high standards of professionalism and behaviour in line with our Staff Code of Conduct Policy.

Instagram has a minimum age requirement of 13, parents/carers are reminded that children under the age of 13 should not have an Instagram account. No child will be allowed to follow the main account or class accounts.

Instagram Etiquette

Any posts from the official school account or the class accounts will be to a high standard of English, grammatically correct, spelt correctly and will not contain text language e.g. lol, gr8 etc. Some posts may contain hashtags.

Appropriate Use

Matching Green CE Primary School welcomes positive interactions, references and mentions. Parents/carers are welcome to ask questions and post comments on any of our updates. We will also accept DMs.

Inappropriate Use

Any inappropriate content will be reported to Instagram and its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority e.g. PREVENT or the police if necessary. If a parent/carer has made a complaint they will be asked to follow the complaints policy.

Matching Green CE Primary School deems any of the following as inappropriate - please note that this is not an exhaustive list:

- Offensive language or remarks aimed at the school, children, staff, parents, governors or others affiliated with the school
- Unsuitable images or content posted into its feed
- Unsuitable images or content finding its way from another account into the school or class feeds
- Images or text that infringe upon copyright
- Comments that aim to undermine the school, the children, staff, parents, governors or others affiliated with the school.
- Making allegations against staff, children or parents or cyberbullying
- Posting racist comments
- Posting derogatory or misogynistic comments
- Posting comments which threaten violence