



challenger
multi-academy
trust

**embrace
challenge:
expect
excellence**

Daubeney Academy

Social Media code of Conduct 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

Daubeney Academy 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.

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. **Daubeney Academy** 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 academy 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 post anonymously or under an alias to evade the guidance given in this code of conduct.

2.7. **Daubeney Academy** retains the right to request any damaging material to be removed from social media websites.

3. Online messaging

3.1. Name of academy 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 academy 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. **Daubeney Academy** 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 an **annual** 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 [agreement form](#) should any changes be made.

Parent Declaration Form

I **name**, parent of **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 **Daubeney Academy**.

The academy 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

(Address line one)

(Address line two)

(Town)

(County)

(Postcode)

(Date)

RE: Parents' use of social media

Dear parents,

Daubeney Academy 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 **Daubeney Academy**, 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 **Daubeney Academy** 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 myself directly on **contact number**.

Kind regards,

Name

Job role