



ASTON-ON-TRENT PRIMARY SCHOOL



PARENTS SOCIAL MEDIA POLICY

Policy approved by Governors on 9th March 2026

This policy has been impact assessed in the light of all other school policies, including the Disability Equality Scheme.

SIGNED:

PRINT NAME:

C. Coles

Chair of Governors

DATE:

09.03.2026

SIGNED:

PRINT NAME:

S. Moore

Headteacher

DATE:

09.03.2026

Social Media Policy for Parents and Carers

Statement of intent

At Aston on Trent Primary School we understand the benefits of using social media for everyone; however, if misused, the school community can be negatively affected. This policy is designed to protect staff, students, parents and carers from the many issues that can arise as a result of posting on social media sites and sets out clearly how we expect parents and carers to conduct themselves on social media and when using messenger apps, such as WhatsApp.

Links to other policies

The policy should not be read in isolation, but in line with our other policies including E-safety, Anti-bullying, Online Safety, Photos, Complaints and Behaviour policies.

E-safety and social media conduct

Aston on Trent Primary School expects parents and carers to behave in an appropriate and respectful way online. It is expected that parents and carers will not, for example, post defamatory 'statuses' about fellow parents, pupils, the school or its employees, and will not complain about the school or any member of the school community on social media.

Parents and carers are reminded that they should raise queries, concerns and complaints directly with the school rather than posting them on any form of social media.

In accordance with the Photos Policy, parents and carers are requested not to post on online social media platforms any videos or photos taken at school, for example at school assemblies or performances.

Aston on Trent Primary School will request any damaging material is removed from social media websites.

Online messaging

Aston on Trent Primary School expects parents and carers to use messaging apps, such as WhatsApp, for purposes beneficial to themselves and the school. Examples of unacceptable behaviour on this form of social media include:

- Sending abusive messages to fellow parents and carers;
- Sending abusive messages about members of staff, parents and carers or the school;
- Sending abusive messages to members of staff.

The school appreciates that the ease of instant messaging allows parents and carers to keep in contact outside of school and can therefore benefit the school community. However, should any problems arise from contact over messaging apps, the school will act quickly by contacting parents directly to stop any issues continuing.

Aston on Trent Primary School can request a meeting with parents and carers if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.

Monitoring and review

The Governing Body will review this policy on an annual basis and will communicate any changes to all teachers and parents.