

# *The Catholic School of Saint Gregory The Great*

*Believe and Achieve*



## **SOCIAL MEDIA POLICY**

To be read in conjunction with related School Policies, in particular Online Safety / Acceptable Use Policy

To be reviewed by September 2027

# Mission Statement

## Believe and Achieve

“We are a safe and happy school where we all shine as part of God’s family.”

### Rationale

At St. Gregory’s School, we understand the importance of maintaining clear, safe, and respectful communication with students, parents, and the wider school community. We utilise ClassDojo as our primary communication platform to share updates, announcements, and celebrate the achievements of our students. This policy outlines the guidelines for using ClassDojo and other school-related social media channels to ensure a positive, professional, and secure environment for all involved.

Whilst staff, parents, carers, governors and other volunteers are free to use the internet for personal purposes, they must ensure they do not breach the law or disclose St. Gregory’s School’s confidential information, breach copyright, or defame the school, its staff, governors, parents, carers, other volunteers or pupils. They must not disclose personal data or information about any individual that could breach the Data Protection Act 1998, the Safeguarding Vulnerable Groups Act 2006, UK libel and defamation laws, Employment Law, Malicious Communications Act 1988, Protection from Harassment Act 1997 or St. Gregory’s E safety / Acceptable Use Policy. They must keep completely confidential any information regarding the children, their families or other staff which is learned through the school. They must not post images (photos or videos) of pupils - other than their own children - on social media sites unless they have prior permission from parents of the other children pictured.

This policy refers to material posted on public sites and those restricted to certain individuals.

### Social Media definition

Social media refers to digital platforms and websites that allow users to create, share, and engage with content, such as text, images, videos, and other media. These platforms enable users to interact with each other through comments, likes, shares, and direct messaging. Social media facilitates communication, networking, and community-building on a global scale, and includes popular platforms like Facebook, X (formally Twitter), Instagram, TikTok, LinkedIn, and more.

### 1. Purpose of Communication on ClassDojo

- **Classroom Updates:** Teachers will use ClassDojo to post weekly updates about classroom activities, upcoming events, homework, and important school information.
- **Student Achievements:** Positive reinforcement and recognition of students' accomplishments will be shared through ClassDojo, including photos (with parental consent), videos, and written comments.
- **School Announcements:** The school administration will share general updates such as non-uniform reminders and important dates through ClassDojo.
- **Parent-Teacher Communication:** parents can communicate directly with teachers via ClassDojo to ask questions or to share home achievements only, more in depth

communication should be via [parent@st-gregorygreat.gloucs.sch.uk](mailto:parent@st-gregorygreat.gloucs.sch.uk). This email address is to ask questions, discuss their child's progress, or address concerns in a respectful manner.

## 2. Guidelines for Parents and Guardians

- **Respectful Communication:** Always communicate with teachers and staff in a respectful and professional manner. Inappropriate language or behaviour will not be tolerated.
- **Privacy and Confidentiality:** Refrain from sharing or posting sensitive information about students, teachers, or staff. All personal information about students should be kept private.
- **Positive Interaction:** Use ClassDojo as a platform to encourage and support students, teachers, and the school community. Avoid negative or harmful comments that could affect the well-being of students or staff.
- **Permission for Photos/Videos:** Parents must provide written consent for their child's photos or videos to be shared on ClassDojo. If consent is not given, the school will ensure the child is not featured in shared media.

## 3. Guidelines for Teachers and Staff

- **Professionalism:** Teachers and staff must maintain a professional tone in all communications with parents and students. Personal opinions and off-topic discussions should be avoided.
- **Security and Privacy:** Teachers should ensure that all posts, pictures, and videos shared via ClassDojo do not disclose any personal or confidential information about students or other staff members.
- **Timely Responses:** Teachers should aim to respond to parent inquiries on ClassDojo in a timely manner, ideally within 48 hours during school days.
- **Educational Content:** ClassDojo should primarily be used to share educational content, progress updates, and school-related announcements. Personal content or unrelated media should not be shared on the platform.

## 4. General Guidelines for ClassDojo Use

- **Monitoring:** All posts on ClassDojo will be monitored by school staff to ensure they adhere to this policy. Any inappropriate posts will be removed, and the necessary actions will be taken to address the issue.
- **Safe Environment:** All communications should foster a safe and inclusive environment for all members of the school community. Bullying, harassment, or any other forms of negative behaviour will not be tolerated on the platform.
- **Engagement:** Parents, students, and staff are encouraged to engage positively with posts, such as liking, commenting, or sharing supportive messages to encourage student growth and school ethos.

## 5. Policy Violations

- **Inappropriate Content:** Posts or messages that are deemed inappropriate (e.g., offensive language, harassment, or personal attacks) will be flagged and investigated.
- **Disciplinary Actions:** Violations of this policy may lead to disciplinary action, including but not limited to warnings, temporary suspension of ClassDojo access, or other consequences as deemed appropriate by the school administration.

## Conclusion

We are committed to creating a positive and effective communication environment for our school community. This policy aims to ensure that all users of ClassDojo—whether parents, teachers, students, or staff—can communicate safely, respectfully, and productively. If you have any questions or concerns about this policy, please feel free to contact the school administration.

Thank you for your cooperation in making St. Gregory Primary School a safe, supportive, and thriving learning community.

### **Grievance / Complaints / Bullying**

St. Gregory's will not tolerate criticisms or bullying aimed towards anyone in its community through social media websites or blogs. Should any party have a grievance against any other party, the correct channels of communication should be used. In the case of the community of St. Gregory's School, these would be the Complaints, Whistleblowing, Anti-bullying or Behaviour Policies. Any derogatory or negative comments regarding individuals at the school will be dealt with by the Head Teacher.

Should any incidents of the above nature occur, the Head Teacher should be informed immediately who will, in turn, report them to the governors and action will be taken. Breach of school policies by staff may lead to disciplinary action up to and including dismissal.

### **Breach of policy**

- discussion with the Head Teacher, requesting the post to be removed
- if the breach continues the user will receive a letter from the governors
- the governors will keep a log of all incidents where policy is breached

### **Breach of policy by anyone in the whole school community**

The whole school community are asked to help enforce this policy through the 'whistleblowing' process. There will be no comeback on any member of the community if they report an incident to the Head Teacher. Anyone wishing to report an incident should complete the proforma 'Appendix 1' overleaf and hand it to the Head Teacher along with a 'screen capture' of the comments deemed to be breaching the policy.

### **Review**

This policy will be reviewed annually by the SLT and ratified by the Curriculum Committee.

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## **SOCIAL MEDIA POLICY**

### **Appendix 1**

### **Reporting a breach of policy**

**Please complete the form below and hand to the Head Teacher or School Office**

|                                                            |  |
|------------------------------------------------------------|--|
| <b>Name of person reporting the incident</b>               |  |
| <b>Date incident took place</b>                            |  |
| <b>Name of person believed to have breached the policy</b> |  |
| <b>Brief detail of the incident</b>                        |  |

|                                         |  |
|-----------------------------------------|--|
|                                         |  |
| Which social media site was it seen on? |  |

A 'screen capture' of the comments deemed to be breaching the policy **must** be attached to this form