



This is a whole school policy and is written with the inclusion of the EYFS and boarding.

1. Introduction to the Policy

Perrott Hill is aware that increasing numbers of independent preparatory schools are making use of social media channels. We acknowledge that the widespread availability and use of social media brings with it opportunities to understand, engage and communicate with our parents and wider community in new and positive ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our core school ethos, and we are aware that many parents value the fact that Perrott Hill is not awash with screens and technology. The safeguarding of the children in our care will remain our number one priority.

This policy aims to inform staff and parents about the use of our social media channels, and the strict guidelines under which they are used, and so to promote appropriate protection of our pupils.

2. Purpose

The purpose of this policy is to ensure:

- that all staff and parents are clear about the School's use of social media;
- that our strict guidelines are adhered to all times by anyone posting on behalf of Perrott Hill;
- that the safeguarding of our children remains at the core of all we do.

3. Why we use social media

Perrott Hill is an open and inclusive community and we are very proud of the many achievements of our pupils, in whichever sphere they may occur. We use and update our social media channels regularly to make parents and the wider community aware of these achievements, as well as the more everyday – but no less significant – goings on within the school.

We will only post updates that are in the school context and are relevant to the school.

4. Consent

All parents are asked whether they consent to images of their children appearing on the Perrott Hill social media platforms. For existing parents as of March 2017, this was done in the form of an email, the responses to which are stored securely in the school office. For joining parents thereafter, a Consent Form is sent out with their Contract. We will fully respect the wishes of parents wishing to restrict or refuse the use of images of their children on the school's social media channels, and will pass this information on to staff at external events.



5. Safer images checklist

In order to build a further safeguard, Perrott Hill adheres to the following checklist when posting images of pupils:

- all photographs of pupils are to go via the Director of Marketing before being posted to social media;
- even so, a copy of the list of permissions is made available to all staff via the School Office;
- we will not identify any pupil by their full name;
- we will not use images that might embarrass or humiliate a pupil;
- we will only use images of pupils who are dressed appropriately; (at sports events, for example, we will not publish pictures of pupils in swimming costumes except for those taken in the water)
- where a parent shares a pupil image with the school for use on social media, the school reasonably assumes that parental permission has been given for all children in the picture.

There are children present at the school whose images must not be used on social media. As set out in our existing policy on Taking, Storing and Using of Children's Images, parents are not permitted to use mobile phones or other devices to take photographs or recordings on the school site, or at school events off site, unless they have specifically asked the member of staff in charge at the time. This policy further states that no images taken by parents on the school site, or at school events off site, may be uploaded to social media as parents do not have access to the specific permissions the school has received.

Whilst every attempt has been made to cover a wide range of situations, it is recognised that this policy cannot cover all eventualities – for example, where a picture is taken and posted on social media by a parent of another school at an external sports event. It is expected that, in these circumstances, staff or parents will advise the Head as soon as they are aware of any such image and the school will work towards getting the image removed.

This policy should not be used to address issues where other policies exist to deal with them. It does not replace or take priority over the contents of such other policies but is intended to both supplement and complement them.