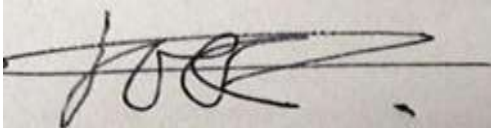





# Darell Parent Staff Association (PSA) Social Media Policy

<b>Governors' Committee Responsible</b>	Pupils & Community
<b>Status</b>	Non-Statutory
<b>Review Cycle</b>	3 years
<b>Date written/last review</b>	November 2025
<b>Ultimate date of next review</b>	November 2028
<b>Approved By:</b> Joe Porter - Headteacher	
<b>Approved By:</b> Laura Morgan - Chair of Governors	

At Darell, our values drive everything that we do. As a school, we value:



- Equality - we celebrate our differences and treat everyone equally and fairly.
- Responsibility - we take responsibility for our behaviour. We are kind and caring to ourselves and others.
- Enjoyment - we are passionate about learning and look for enjoyment in everything we do.
- Aspiration - we place no ceiling on what we can achieve. We challenge each other to be the best that we can be.

# 1. Introduction and Purpose

This policy governs the use of all social media platforms and online communication channels (e.g., Facebook groups, WhatsApp chats, dedicated PSA website areas, etc.) officially used or managed by the **Darell PSA**.

The purpose is to:

- Ensure **responsible, respectful, and appropriate use** of social media by all PSA members, volunteers, and the wider parent/carer community.
- Protect the **privacy** of students, families, staff, and volunteers.
- Uphold the **reputation** and **values** of Darell Primary and Nursery School and the PSA.
- Provide clear guidelines for administrators and group members.

## 2. Scope

This policy applies to:

- All PSA committee members and volunteers.
- All members of official PSA-managed social media groups/pages.
- All online communications related to PSA business.

## 3. Approved Use and Content

The official PSA social media channels are intended **exclusively** for:

- **Promoting and sharing information** about PSA events, meetings, and fundraising activities.
- **Recruiting volunteers** for PSA events.
- **Sharing positive news** and successes related to PSA efforts and the school community.
- **Canvassing views** from the membership specifically related to PSA activities (e.g., ideas for next event, preferred fundraising goal).

## 4. Unacceptable Content and Behaviour

The following are strictly **prohibited** on all official PSA social media channels:

- **Posting Confidential Information:** Do not share any personal, confidential, or sensitive information about students, staff, other parents/carers, or school matters (e.g., specific disciplinary issues, details of complaints, medical information).
- **Defamation, Bullying, or Harassment:** Any posts, comments, or messages that are abusive, discriminatory, inflammatory, defamatory, or constitute bullying or harassment towards any member of the school community (parents, students, or staff) will be removed.

- **Complaints about the School:** Official PSA channels are **not** the appropriate forum for raising complaints about school policy, staff, or individual students. All school-related issues must be directed to the school's official Complaints Procedure.
- **Personal Disputes:** Do not use PSA channels to engage in personal disputes or arguments with other parents/carers or staff.
- **Personal Promotion/Spam:** Do not use the channels for personal financial gain, commercial promotion, personal campaigns, or sharing irrelevant content/spam, unless explicitly approved by the PSA Committee as part of a PSA fundraising initiative.
- **Impersonation:** Do not post anonymously or under an alias.

## 5. Photography and Consent

- **Do not post images or videos of students** on the PSA social media channels **without the explicit, written consent** of the student's parent/carer AND the PSA Committee.
- **Never tag** or attempt to identify a student in a photo.
- Always respect parents' choices regarding photography permissions for their children. If an event photo is shared, ensure any student visible has the necessary photo consent on file with the school/PSA, or is cropped/blurred out.

## 6. Moderation and Enforcement

- **Administrators:** The official PSA social media channels will be managed by designated **Administrators** (typically members of the PSA Committee).
- **Content Removal:** The Administrators and the PSA Committee reserve the right to **edit, delete, or hide** any post, comment, or message that violates this policy, without prior notice.
- **Member Removal:** The PSA Committee reserves the right to **ban or remove** any user who repeatedly or severely breaches this policy.
- **Reporting:** If a member sees a post or comment they believe violates this policy, they should **immediately report it** privately to an Administrator or a member of the PSA Committee. Do not engage publicly with inappropriate content.
- **Serious Breaches:** In the event of a serious breach that involves child safeguarding or potentially illegal behaviour, the PSA Committee will refer the matter to the Headteacher and/or appropriate authorities.

## 7. Acknowledgment

By joining or using the official **Darell PSA** social media channels, you agree to abide by the terms of this Social Media Policy. If you do not agree to these terms, please remove yourself from the relevant group or page.