



Dunoon Primary School

Social Media Policy

August 2025

Signed: *Rachael Bryant*

Designation: Principal Teacher



The UN Convention on the Rights of the Child

- Article 2 (non-discrimination)
- Article 3 (best interests of the child)
- Article 8 (protection and preservation of identity)
- Article 12 (respect for views of the child)

Rationale

Most of us use social media in our lives. Social media can be a great way to spread the word about what we do at Dunoon Primary School and to communicate with parents/carers. It's important for us to remember that what we post on social media through our own private accounts and the Dunoon Primary School's Facebook account that we are representing our school, and what we say can reflect on the school and the wider community.

Consistency of Approach

Dunoon Primary School aims to promote itself, and so hosts an account on Facebook. The use of the Dunoon Primary School Facebook group and comments/posts/tags by/to these accounts will be in keeping with the positive image being promoted by the school. Typical posts on this accounts will be pedagogy based, registration adverts and press releases. These posts may include photographs or videos, which will adhere to the consent guidance. Families are able to change their consent for public use of photographs/videos at any point by contacting the school.

When interacting on the Facebook page, it is at Staff's own discretion whether they use their own account or create a Dunoon Primary School specific one. In either case, Staff must ensure that the image they are portraying is professional and in line with Dunoon Primary School ELC's ethos.

Staff Personal Accounts

Dunoon Primary School has a high reputation to maintain and comments made on sites such as Facebook could have an impact on how families using the school view the staff. To that end, Dunoon Primary School as an organisation insists that:

- Staff/students/volunteers must not post anything onto any social networking site that could be misconstrued and have an impact on the school's reputation;
- Staff/students/volunteers must not post anything on social networking websites that will cause offense to another staff member or families using the school;
- It is not recommended to allow families to access staff/volunteer/students' own personal pages. If staff/students/volunteers allow parents to view their social network profile then this relationship must remain professional at all times.

Seesaw is private and access given only to individuals who prove themselves as parents/carers of a currently enrolled child. These groups will be periodically cleared of parents/carers whose children have left the school. Typical posts will include observations (linked to what the child/children are learning and including next steps), general activities happening at nursery and school, upcoming events, interesting activities to try at home and comments from parents/carers (approved by staff). Families are able to change their consent for public use of photographs/videos at any point by contacting the school. Only some classes across the school use SeeSaw at present.