



Forest Edge Learning Federation

Social Media Code of Conduct for Parents and Carers

Name of School:	Breamore CE, Hale and Hyde CE Primary schools
Name of Responsible Manager/Headteacher:	Tracy Allen – Executive Headteacher
Date the Policy was approved and adopted:	November 2025
Date Due for review:	November 2027

Statement of intent

The Forest Edge Learning Federation understands the benefits of social media. However, if misused, it can be extremely detrimental to our children, staff, and school communities.

This code of conduct provides clear guidelines on how we expect relevant parties (parents/carers) to conduct themselves on social media and when using messenger apps, such as WhatsApp, to avoid the negative impact misuse can have.

The Social Media Code of Conduct for Parents/Carers sits alongside and compliments the social media expectations for both staff and pupils.

The Forest Edge Learning Federation's governors and staff know their obligations under this code of conduct. They ask that parents/carers support their child's school to protect further pupils, staff, and other school community members.

1. Legal framework

This policy has due regard to statutory legislation, including, but not limited to, the following:

- Data Protection Act 2018
- Defamation Act 2013
- Protection of Freedoms Act 2012 (as amended)

2. E-safety and social media conduct

The Forest Edge Learning Federation expects parents/carers to behave appropriately online and will not tolerate any of the following behaviour online:

- Posting defamatory 'statements' about fellow parents/carers, pupils, the schools or its employees on social media or other sites e.g WhatsApp
- Complaining about the school's values and methods on social media or other sites

We have a Complaints Procedures Policy in place, which provides the appropriate forum for parents/carers or any relevant party to express any concern or grievance that they may have regarding the conduct of the school/college or its staff.

Such a policy is implemented to prevent parents/carers from broadcasting any grievances online.

Parents/carers will be made aware of their responsibilities regarding their use of social networking and their conduct online.

Breaches of this code of conduct will be taken seriously by the Forest Edge Learning Federation and, in the event of illegal, defamatory, or discriminatory content breaches could lead to appropriate sanctions being taken by the schools.

Staff will exercise caution when having contact or accepting 'friend' requests through social media with parents and carers so as not to compromise the school's reputation or school information.

Parents/carers are expected not to post anonymously or under an alias to evade being identified and being in direct breach of the guidance set out within this code of conduct.

The Forest Edge Learning Federation retains the right to request any damaging material removed immediately by the offending party from social media and any other websites where it has been posted/published.

3. Online messaging

Whilst we accept that parents/carers may wish to use messaging apps/email to communicate to the school positively and constructively, the Federation shall not under any circumstances accept any of the following behaviours:

- Sending abusive messages/emails to fellow parents/carers,
- Sending abusive messages/emails about other pupils, members of staff, Parents/carers or the school/college,
- Sending abusive messages/emails to members of staff,

The Forest Edge Learning Federation acknowledges that instant messaging, such as WhatsApp, is a simple and easy way for parents/carers to communicate with other parties outside of school. If used positively, this can benefit the school community by keeping it informed and updated.

Should any problems or breaches of this code of conduct arise from communication via messaging apps, the school shall immediately contact parents/carers or the relevant party directly to prevent further issues from continuing.

If any misconduct occurs online, such as sending abusive messages or posting defamatory statuses, we can request a meeting with parents/carers.

The school's complaints procedure will be followed accordingly if any parent-teacher association or governing body members cause any discrepancies through their conduct while using online messaging.

The Executive Headteacher can, subject to the parent's written consent, view messages sent between members of the parental body to deal with problems more quickly and effectively.

Should problems continue between parents/carers or parental bodies, the Executive Headteacher can request that 'group chats' be closed down.

4. Monitoring and review

The Forest Edge Learning Federation will review this code of conduct annually and communicate any changes or amendments to all teachers, parents/carers, and other affected parties.

All parents/carers and family representatives must adhere to this code of conduct.

Appendix A

Dear Parents/Carers,

RE: ACCEPTABLE USE OF SOCIAL MEDIA LETTER TO PARENTS/CARERS

Schools within the Forest Edge Learning Federation heavily invest in educating young people about e-safety, online reputation, and cyberbullying. We understand the benefits of using social media; however, it can be highly detrimental to our young people, staff, and school communities if misused.

We urge parents/carers to uphold the 'Social Media Code of Conduct' to support their child's school in protecting students, staff, and other school community members.

"To set the best example for the children in our communities, we urge parents and caregivers to maintain the same expectations we have of our children, which is part of our ongoing campaign to support the mental health and overall well-being of all."

The Social Media Code of Conduct expects that parents/carers will avoid:

- Sending abusive messages/emails to parents or teachers
- Sending abusive messages/emails about parents and teachers
- Posting defamatory 'statuses' about other parents, pupils, teachers or the school
- Using social media to complain or post any grievances about the school's values and methods

Please review our code of conduct, which outlines what is deemed as inappropriate use of social media.

Should any of our staff or schools be subject to online abuse, we will take the appropriate action, including considering our legal options to deal with defamatory or libellous activity on social media.

We recognise that the support we receive from our parents/carers is solid, and we thank you in anticipation of this continuing.

Yours sincerely,