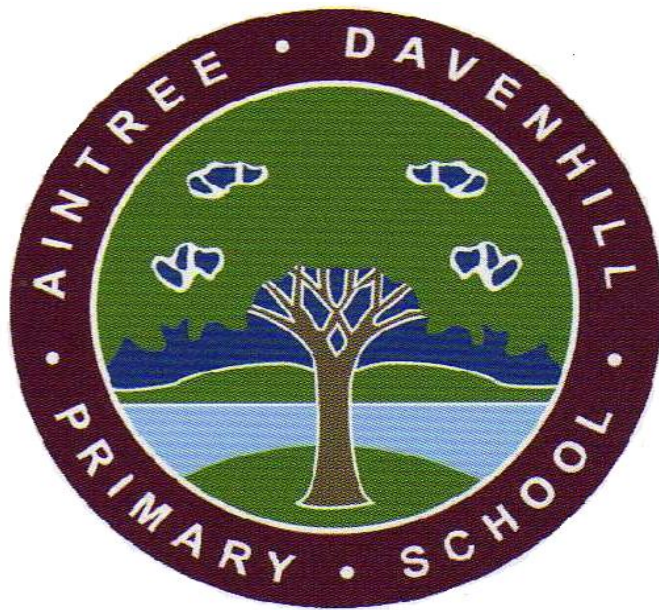


Aintree Davenhill Primary School



Social Media Conduct for Parents Policy

Approved by the Headteacher

June 2026

Aintree Davenhill understands the benefits of using social media; however, if misused, the school community can be negatively affected, such as damage to the school's reputation.

This code of conduct sets out clear procedures for how we expect parents to conduct themselves on social media and when using messenger apps, such as ClassDojo and WhatsApp.

We ask that parents read this document and the attached the declaration form and ensure that they always act in accordance with the stipulations detailed below.

Legal Framework

This document has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- Data Protection Act 2018
- The General Data Protection Regulation 2018
- Protection of Freedoms Act 2012

This document operates in conjunction with the following school policies:

- Complaints Procedure Policy
- Social Media Policy
- Photography and Images Policy

Online Safety and Social Media Conduct

The school expects parents to behave in a considerate and civilised nature online and will not tolerate any of the following online behaviour:

- Posting defamatory statuses about parents, pupils, the school or its employees
- Complaining about the school's values and methods on social media
- Posting content containing confidential information regarding the school or any members of its community, e.g. a complaint outcome
- Contacting school employees through social media, including requesting to 'follow' or 'friend' them, or sending them private messages
- Creating or joining private groups or chats that victimise or harass a member of staff or the school in general
- Posting images of any staff members or pupils without their prior consent

The school retains the right to request any damaging material is removed from social media websites. Parents' social media usage related to school will be in accordance with the school's Social Media Policy.

If parents wish to raise a complaint, the school has a Complaints Procedures Policy in place.

Breaches of this code of conduct will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution.

Parents will not attempt to 'friend' or 'follow' any member of staff on social media.

Parents are instructed not to post anonymously or under an alias to evade the guidance given in this code of conduct.

Online Messaging

The school expects parents to use messaging apps, such as ClassDojo and WhatsApp, for purposes beneficial to themselves and the school, and will not accept any of the following behaviour:

- Sending abusive messages to fellow parents
- Sending abusive messages about members of staff, a child, parents or the school
- Sending abusive messages to members of staff
- Sending frequent messages to members of staff

The school appreciates the simplicity and ease of instant messaging; keeping in contact outside of school can benefit the school community by keeping it closer. Please be mindful when using WhatsApp groups to gain information about school, as it may not always be accurate. Always verify information via the school website or Facebook page.

The school does not, however, condone parents sending frequent and unimportant messages to staff. Parents should understand that staff should never be contacted outside of working hours (8:00-5:00) or at weekends and holidays.

Parents should not allow children to access their parental ClassDojo account. Children should only ever access their own account and use their own portfolio. Messages to members of staff via the portfolio should be about school work.

If parents have any concerns regarding their child, they should request a phone call or meeting via a message on ClassDojo or calling the school office. Teachers will not reply to lengthy messages.

Should any problems arise from contact over messaging apps, the school will act quickly by contacting parents directly, to stop any issues continuing.

The school can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.

The school's complaints procedure will be followed as normal if any members of the parent teacher association or governing board cause any issues through their conduct whilst using online messaging.

The headteacher can, with the permission of the parent, view messages sent between members of the parental body to deal with problems quickly and effectively.

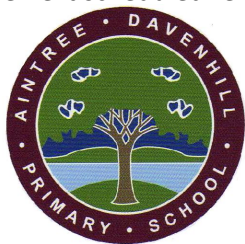
The headteacher can request that 'group chats' are closed down should any problems continue between parents or parental bodies.

Monitoring and Review

The headteacher will review this code of conduct on an annual basis and will communicate any changes to all teachers and parents.

All parents will be required to read this code of conduct and if they choose to continue to use any social media or messaging apps related to school, we accept that they have agreed to abide by the procedures stated.

The next scheduled review date for this policy is June 2027.



Aintree Davenhill Primary School

Aintree, Lane, Aintree Village, Merseyside L10 8LE

Tel: 0151 526 1162

RE: Parents' Use of Social Media

Dear Parent,

At Aintree Davenhill we recognise that the world we live in is ever-changing in the development and use of technology and as a school, digital communication is used regularly between parents and staff. Please find below our Parental and Staff Procedures for the use of social media which will be implemented during 2026-27. Although we appreciate and welcome the benefits of social media; we recognise that there can also be some significant negative impacts, such as cyber bullying and how it may affect staff well-being.

For us to set the best example possible to pupils at the school, we would like to invite parents to also lead by example. The school urges parents to review and agree to our code of conduct, which outlines how to act when using social media and online messaging. By continuing to use social media and online messaging such as ClassDojo during 2026-27, we understand that you have given your agreement to adhere to the procedures below.

Should the school be subject to any online abuse, we will take the appropriate action, which may include considering our legal options to deal with any defamatory or libellous activity on social media.

If any parents do have any concerns to raise, or would like to discuss this subject further, please contact the school office.

Kind regards,

Miss E. Clay

Headteacher

Parental Procedures for Social Media and On-line Messaging

I understand my obligations under this code of conduct and agree to comply fully with them. I will ensure that my conduct does not breach this code of conduct in any way, including:

- Sending abusive messages to parents or teachers.
- Sending lengthy or frequent messages to staff (outside of working hours).
- Sending abusive messages about parents and teachers.
- Posting defamatory 'statuses' about other parents, children, teachers or the school.
- Using social media to complain or post any grievances about the school's values and methods.

- Posting statuses containing confidential information, e.g. regarding a complaint outcome.
- Contacting school employees through social media, including requesting to 'follow' them or sending them private messages.
- Creating or joining private groups or chats that victimise or harass a member of staff or the school in general.
- Allowing my child to access my parental ClassDojo account or allowing my child to message staff about something that is not related to work in their portfolio.

Staff Procedures for Social Media and On-line Messaging

Staff will ensure:

- That their conduct in posting on ClassDojo and responding to parents' on-line messages is professional at all times.
- That homework is regularly and promptly uploaded onto Class Dojo (and that paper copies will be provided for those who are unable to access homework in this way).
- That in the event of a school closure, staff will use ClassDojo daily to communicate with parents. (Remote Learning Policy)