Our mission - 'To create and sustain an inclusive and outstanding learning community for all, rooted in the teachings of Jesus Christ, in which all will aspire to excellence in learning, teaching and care for one another, so all will achieve and grow as unique individuals made in the image of God'.

Our Core Values;

Faith, Aspiration & Unity

We are committed to providing a positive working environment which is free from prejudice and unlawful discrimination and any form of harassment, bullying or victimisation. We have developed a number of key policies to ensure that the principles of Catholic and Church of England Social Teaching in relation to human dignity and dignity in work become embedded into every aspect of school life and these policies are reviewed regularly in this regard.

Social Media Code of Conduct for Parents

Social Media Code of Conduct for Parents - Document Status			
Date of review completion	Sept 2021	**Named Responsibility**	Infrastructure Manager (JH)
Date of Policy Adoption by Governing Body	Sept 2021	**Review Date**	Sept 2022
Policy Basis	The School Bus Model Policy + CES & CofE Diocese guidance		

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Statement of intent

Holy Trinity Academy 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, regarding the school and its reputation.

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

1. 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
- UK General Data Protection Regulation (GDPR)
- Protection of Freedoms Act 2012

This document operates in conjunction with the following school policies:

- Complaints Procedure Policy
- Social Media Policy
- Data Protection Policy
- Pupil Code of Conduct

2. Online safety and social media conduct

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

- Posting defamatory content 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

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

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

3. Online messaging

The school expects parents to use messaging apps, such as 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 to members of staff
- Sending frequent messages to members of staff
- Sending abusive messages about members of staff, parents, pupils or the school
- Sharing confidential or sensitive information about members of staff, parents, pupils or the school
- Bringing the school or its staff into disrepute

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. The school does not, however, condone parents sending messages to staff. Parents should understand that staff should not be contacted outside of working hours. If parents wish to talk to HTA, parents should speak to the school office.

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 content, 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.

4. Photography and images

Parents are not permitted to take photos of their children at school events, such a theatre production, HTA will provide images and or video.

Parents must not take photos of other children, staff members or volunteers, nor post them on social media without the consent of those within the images or, where applicable, their parents.

During events outside of school, such as dropping children off at the school gate, or whilst visiting the school, parents must not take photos of any members of the school community, nor share these photos on social media.

5. Responsibility

Parents are responsible for supporting the school by monitoring their own use of social media and online messaging. Parents must adhere to the Social Media Code of Conduct for Parents at all times.

Parents are responsible for ensuring they support the school by monitoring their children's use of social media and online messaging. Parents must support their children in adhering to the Pupil Code of Conduct.

6. Monitoring and review

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

All parents will be required to read this code of conduct and sign the Parental Declaration Form should any changes be made.

Acceptable Use of Social Media Letter to Parents

RE: Parents' use of social media

Dear parents,

Holy Trinity Academy understands and appreciates the benefits of social media; however, there may also be some significant negative impacts, such as cyberbullying, which the school does not tolerate.

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 sign our code of conduct, which outlines how to act when using social media.

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 HTA on 01952 386100.

Kind regards,

Mr J Handy

Infrastructure Manager

Parental Declaration Form (sent out via Edulink to all parents)

I _____ (name), parent of _____ (name of child), declare that I have received, read and understood the terms and conditions of this code of conduct.

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 abusive messages about parents and teachers.
- Posting defamatory content about other parents, pupils, teachers or the school.
- Using social media to complain or post any grievances about the school's values and methods.
- Posting content containing confidential information to do with the school or any members of its community, e.g. regarding 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.

Signed: _____

Date: _____