



Newton International Academy, Barwa

School Social Media Use Policy

An International Community of Learners, Striving for Excellence and Celebrating Success



NEWTON
INTERNATIONAL
ACADEMY | **BARWA**

Approved by: Senoir Management Team
Date Approved: September 2026
Next Review Date: September 2027
Review Cycle: Annual

Vision

An international community of learners striving for excellence and celebrating success.

Mission

We aim to provide the highest quality of education possible for our students of all abilities. In doing so, we aim to positively encourage each student to achieve academic excellence, enjoy creative diversity, develop critical thinking skills, and become lifelong learners and responsible citizens.

To achieve this, we will provide a diverse education in a safe, supportive environment that promotes self-discipline and motivation. We will provide and maintain a calm, trusting, and caring atmosphere where teaching and learning are meaningful and developed. We will work in partnership with our staff, students, parents, and the wider community to achieve our vision.

Rationale

The rationale behind this Social Media Use Policy is to establish a clear framework for the responsible and effective use of social media within the school community. It aims to ensure that all interactions on social media reflect our school’s values and mission while safeguarding the well-being of our students and staff. By adhering to this policy, we can foster a positive online presence that enhances our school’s reputation and engages our community.

Aim

The aim of this policy is to provide guidelines for the appropriate use of social media, specifically our Instagram account, to ensure that our school community is represented positively while adhering to privacy and consent regulations, as well as safeguarding requirements outlined in the Keeping Children Safe in Education (KCSiE) 2024.

Newton Group Values:

 Support	 Honesty	 Respect	 Transparent Communication	 Social Responsibility	 Personal Accountability	 Environmental Awareness	 Empathy	 Diversity
--	--	--	--	---	--	--	--	--



Scope

This policy applies to all staff members at Newton International Academy Barwa who are involved in posting content on the school's social media platforms.

Guidelines for Posting

3.1 Content Creation

- Photography: Staff members are responsible for taking photos during school events, trips, and lessons.
- Consent: Only include students in photos whose parents have signed a waiver as part of the Code of Conduct at the start of the academic year. Additionally, ensure that consent is revisited annually or whenever there are changes in student status.

3.2 Captioning and Submission

- Captions: Staff must write a short caption for each photo that describes the event or activity.
- Submission: Captions and photos should be sent to the NIA Social Media Coordinator and the Senior Management Team (SMT) within 24 hours of the event.

3.3 Review Process

- The NIA Social Media Coordinator and SMT will review submissions. They may choose to share the content with the Newton Group Media Coordinator for additional posts on NIA Barwa's Instagram and Newton Group Facebook and other social media accounts.

Privacy and Compliance

- If any student, parent, or guardian expresses dissatisfaction with a post featuring their child, they should contact the school directly. The school will review the request and take necessary actions, including the potential deletion of the post.

Safeguarding Considerations



5.1 General Safeguarding

All staff must adhere to the safeguarding policies outlined in the Keeping Children Safe in Education (KCSiE) 2024 and other relevant regulations. This includes:

- Reporting any safeguarding concerns to designated safeguarding leads.
- Ensuring that all interactions with students are appropriate and maintain professional boundaries.

5.2 Use of Technology

Staff must ensure that mobile phones, cameras, and other electronic devices used for capturing images comply with safeguarding protocols. This includes:

- Not using personal devices for school-related photography unless approved by the SMT and subsequently deleting these images/videos after submission to the Social Media Coordinator.
- Ensuring that any images taken are stored securely and are only shared on approved platforms.

5.3 Reporting Concern

Staff must report any concerns regarding the safety or welfare of students to the designated safeguarding lead immediately, in line with local reporting procedures. This includes concerns about:

- Inappropriate use of images or content.
- Any allegations made against staff members.

Responsibilities

- Staff Members: Responsible for capturing and submitting content as per the guidelines while adhering to safeguarding protocols.
- NIA Social Media Coordinator: Oversees the content submission process and ensures compliance with this policy.
- Senior Management Team: Reviews and approves content before it is shared on social media platforms.

Compliance with the Code of Conduct

All staff members are expected to adhere to the principles outlined in the Code of Conduct, ensuring that the school's values of respect, honesty, and transparency are reflected in all social media interactions.



Training and Education

- **Staff Training:** All staff members involved in social media use must undergo training on social media guidelines and safeguarding to understand the implications of their online presence.
- **Student Education:** The school will provide resources and workshops for students on responsible social media use and online safety, promoting a culture of awareness and responsibility.
- **Parental Engagement:** The school will engage parents by offering resources or workshops on social media safety and the school's policies, fostering a collaborative approach to safeguarding.

Crisis Management

In the event of a crisis related to social media, staff must follow established protocols for addressing negative comments or misinformation. This includes consulting with the SMT before responding publicly and ensuring that all communications are consistent with the school's values and policies.

Monitoring and Review

This policy will be reviewed annually to ensure its effectiveness and relevance. Staff feedback will be considered during the review process. Additionally, the review will include an assessment of compliance with any updates to the KCSiE guidance.