



## Cherrywood Federation Instagram Account Policy

Approved: Anita Saville

Next Review: March 2027

## **1. Purpose**

This policy outlines the guidelines for managing Hatfeild Primary School's and Joseph Hood Primary School's official Instagram account. It aims to ensure the account is used effectively, safely, and in compliance with relevant regulations.

## **2. Account Management**

The account will be set up as a business account.

- 2.2. Access to the account will be limited to designated staff members only.
- 2.3. The account password will be changed every 3 months and after any staffing changes.
- 2.4. Two-factor authentication must be enabled at all times.

## **3. Content Guidelines**

- 3.1. All content must align with the school's values and educational mission.
- 3.2. No individual student will be identified by full name in posts or captions.
- 3.3. Group photos are preferred over individual student photos.
- 3.4. Parental consent must be obtained before posting any images of students.
- 3.5. Staff members should not be tagged in posts without their express permission.
- 3.6. Location tagging should be used sparingly and never for events in progress.

## **4. Engagement and Interaction**

- 4.1. Comments will be monitored regularly and inappropriate content will be removed.
- 4.2. Direct messaging will be disabled to prevent unsolicited contact.
- 4.3. The account will not follow student or parent accounts.
- 4.4. Responses to comments or messages will be professional and align with school policies.

## **5. Privacy and Data Protection**

- 5.1. No personal information about students or staff will be shared through the account.
- 5.2. The account will comply with all relevant data protection regulations.
- 5.3. Regular audits of followers and engagements will be conducted to identify any potential risks.

## **6. Copyright and Intellectual Property**

- 6.1. Only content owned by the school or properly licensed will be posted.
- 6.2. Proper attribution will be given for any shared content not created by the school.

## **7. Crisis Management and Disaster Recovery**

7.1. In the event of a school crisis, the Instagram account will be managed according to the school's crisis communication plan.

7.2. No information about a crisis should be shared without approval from school leadership.

## **8. Staff Training and Compliance**

8.1. All staff members involved in managing the account must receive training on this policy.

8.2. Violation of this policy may result in disciplinary action.

## **9. Policy Review**

9.1. This policy will be reviewed annually and updated as necessary to reflect changes in technology, regulations, or school practices.

## **10. Approval Process**

10.1. All posts must be approved by the Executive Headteacher or the Heads of School before publication.

10.2. A content calendar will be maintained and reviewed regularly.

By following this policy, we aim to maintain a positive, safe, and engaging Instagram presence that benefits our school community while protecting the privacy and safety of our students and staff.