Social Media and Social Networking Policy 2026

Approved by:	Alison Colwell, Principal	**Last reviewed on:**	September 2026
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This policy applies to Baleares International College at both sites, Sa Porrassa and Sant Agustí.

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Purpose

This policy aims to:

- set guidelines and rules for the use of Baleares International College's social media channels;
- establish clear expectations for the way members of the **Baleares International College** community engage with each other online;
- support the school's safeguarding, online safety and data protection processes.

Scope

For the purposes of this document, social media and social networking are considered to include all technologies that allow individuals to communicate and share information, including photos and video. This includes group messaging services (such as WhatsApp) and online gaming platforms (such as Minecraft).

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or outside these times. It applies regardless of whether the social media is accessed using:

- school IT equipment, facilities and networks;
- devices or equipment belonging to members of staff and students;
- any other IT/internet-enabled devices, equipment and networks.

All members of the school community should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection or other legislation.

All members of the **Baleares International College** community must operate in line with the school's policies, and all staff, academic or administrative, are required to read, understand and comply with this policy.

Legislation and Guidance

While breaches of this policy will be considered a serious conduct matter which may lead to disciplinary action being taken under the Behaviour Policy (students) or, for staff, the disciplinary regime of the XII Convenio colectivo de enseñanza privada and the Estatuto de los Trabajadores, inappropriate use of social media or social networking may also result in civil, administrative or criminal liability under laws relating to:

- **confidentiality and privacy** (notably Regulation (EU) 2016/679 (GDPR), Ley Orgánica 3/2018 (LOPDGDD) and Ley Orgánica 1/1982 on the right to honour, privacy and one's own image)
- **equality** (including Ley 15/2022 on equal treatment and non-discrimination, with the Equality Act 2010 as a UK benchmark)
- **defamation (calumnia and injurias, Código Penal Articles 205 to 216), harassment, the unlawful disclosure of personal information or images (Código Penal Article 197), and breach of intellectual property (Real Decreto Legislativo 1/1996)**

Roles & Responsibilities

Use of official school social media

The school's official social media channels are:

- **Facebook: BIC Sa Porrassa (facebook.com/BICSaPorrassa) and BIC Sant Agustí (facebook.com/BICSantAgusti)**
- **Instagram: @bic_sa_porrassa and @bic_sant_agusti; LinkedIn: Baleares International College (linkedin.com/company/baleares-international-college-palma); YouTube: the school's YouTube channels**
- **The school does not use social messaging channels such as WhatsApp for official communication with parents or students. Parents are contacted by school email.**

These accounts are managed by the Marketing and Admissions team, led by the Head of Marketing and Admissions (Kaleigh Ridgwell). Staff members who have not been authorised by the Principal or the Head of Marketing and Admissions to manage, or post to, the account, must not access, or attempt to access, these accounts.

All social media posts must be considered for data protection compliance before publication (see the school's Privacy Policy and the photo permissions recorded for each child). This includes ensuring no posting of images of students for whom appropriate permissions have not been obtained.

If any member of the school community has suggestions for something to appear on the school's social media channels, they should speak to **the Marketing and Admissions team**.

- **Facebook**

The school will post on Facebook:

- alerts about changes (e.g., changes to procedures, severe weather updates, staffing changes);
- reminders (e.g., approaching deadlines, events or class activities, reminders about policies/procedures);
- advertisements for school events or activities;
- job vacancies or requests for volunteers;
- links to newsletters, guidance and factsheets for parents/carers;
- achievements of students and staff;
- photos or posts about school trips, events and activities;
- seasonal greetings and messages about religious festivals;
- invitations to provide feedback.

The school **will not** post on Facebook:

- names or images of students without valid consent (from parents for students under 14, and from the student for those aged 14 or over), or names and images of staff without their consent;
- harmful or abusive comments;
- messages to specific people;
- political statements;
- advertisements for businesses unless directly related to the school;
- links to staff members' personal account;
- surveys that reveal personal information about individuals;

- the sale of goods for commercial gain.
- **Instagram**

The school posts on Instagram:

- **the same content as on Facebook (listed above), with more emphasis on photos and short videos of school life, trips, events and achievements.**

The school **will not** post on Instagram:

- **the same restrictions as on Facebook (listed above) apply.**
- **LinkedIn**

The school posts on LinkedIn:

- **job vacancies, staff and school achievements, and news about the school and the Ariston Education group.**

The school **will not** post on LinkedIn:

- **the same restrictions as on Facebook (listed above) apply.**
- **YouTube**

The school posts on YouTube:

- **videos of school events, performances and promotional films, only with consent for any identifiable student.**

The school will not post on YouTube:

- **the same restrictions as on Facebook (listed above) apply.**
- **Moderation**

Staff responsible for our social media accounts will ensure that all content shared on our school social media channels is age-appropriate for the school community.

Staff responsible for our school social media accounts will, as soon as reasonably possible, delete any:

- false or misleading comments;
- offensive, abusive or inflammatory comments;
- comments we consider to be spam;
- personal information, such as telephone numbers, address details, etc.;
- posts that advertise commercial activity or ask for donations;
- surveys that have not been approved, as data privacy rights and personal data handling measures may not have been considered or made clear.

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school's Concerns and Complaints Policy. If users are repeatedly abusive or inappropriate, they will be blocked.

- **Following other social media users**

The school:

- will only 'like' Facebook pages with a non-commercial interest. Being 'liked' by the school does not imply endorsement of any kind;

- may follow other schools, educational and partner organisations and the Ariston Education group on Instagram and LinkedIn. Following an account does not imply endorsement of any kind.

Personal use of social media by staff

The school expects all staff (including the Board and volunteers) to consider the safety of students and the reputational and financial risks to the school when using social media channels, including when doing so in a personal capacity.

Staff are responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff members must report any safeguarding issues they become aware of.

When using social media, staff must not:

- use personal accounts to conduct school business;
- accept 'friend requests' from, or communicate with, current students, or former students who are under 18;
- reference or share information about individual students, colleagues or parents/carers;
- post comments about the school, students, colleagues or parents/carers that are confidential, defamatory, discriminatory or harassing (this does not restrict lawful trade union activity or raising concerns through the school's whistleblowing route);
- post images of students;
- express personal views or opinions that could be interpreted as those of the school;
- link their social media profile to their work email account;
- use personal social media during timetabled teaching time **except in a professional capacity**;
- share personal information such as telephone numbers, addresses, birthdays, etc.

All communications between staff and parents or students must take place via official school channels.

In line with the Staff Handbook, staff do not contact parents through social media or WhatsApp and do not set up or join year-group WhatsApp groups with parents. Mischief-making group chats should be reported to a member of the Senior Leadership Team.

Any communication received from current students (unless they are family members) on any personal social media accounts must be reported to the Designated Safeguarding Lead (DSL) immediately, who will share it with senior leaders only where necessary.

Staff are strongly advised not to have contact via personal accounts with past students. If ongoing communication is required, this should be via official school channels.

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the **Staff Code of Conduct**.

Personal use of social media by students

The school encourages students to:

- be respectful towards the school, members of staff, other students and parents/ carers at all times;
- direct any concerns or complaints through the school's official channels, so they can be dealt with in line with the school's behaviour or complaints procedures.

Students should not use social media to:

- complain about the school or bring the school into disrepute;
- complain about individual members of staff or other students;
- make inappropriate comments about members of staff, other students or parents/carers;
- post images and/or audio, including those generated by AI, of staff or other students without their permission.

Any concerns about a student's social media use will be dealt with in line with the school's Behaviour and Online Safety policies.

Personal use of social media by parents/carers

The school expects parents/carers to help us model safe, responsible and appropriate social media use for our students.

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- be respectful towards, and about, members of staff and the school at all times;
- be respectful of, and about, other parents/carers and other students and children;
- direct any concerns or complaints through the school's official channels, so they can be dealt with in line with the school's Concerns and Complaints Policy.

Parents/carers should not use social media to:

- use social media in place of the school's complaints procedure to raise concerns about the school;
- complain about individual members of staff, students or other parents/carers;
- make inappropriate comments about members of staff, students or other parents/carers;
- draw attention to, or discuss, behaviour incidents;
- post images of children other than their own.

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, in line with the school's Concerns and Complaints Policy. However, if users are repeatedly abusive or post inappropriate content that affects the school's community and policies, the school will take every measure to ensure they are blocked by the designated moderator.

WhatsApp and similar messaging platforms can provide quick and effective communication among groups, such as parents in a class. Parents/carers should follow the same social media guidelines (above) when using WhatsApp groups.

Monitoring of and Access to Social Media

Baleares International College may, where necessary and proportionate, review the use of school-provided IT resources and accounts in order to protect students, ensure security and investigate suspected misuse, in line with GDPR, the LOPDGDD and the school's Privacy Policy. The school does not intercept the content of private communications, and any review is limited to what is necessary for the stated purpose. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and the detection and investigation of improper or unauthorised use of the systems (especially where this is necessary to prevent or detect criminal activity).

In line with Article 87 of the LOPDGDD, staff are informed of the criteria for the use of school-provided digital devices, which are set with the participation of staff representatives where required. Students, parents and visitors are informed through the school's Privacy Policy that their use of the school's IT resources and facilities may be monitored for these purposes. Content that is publicly available, or that is reported to the school, may be considered where it affects the safety or wellbeing of students or staff.

Baleares International College reserves the right to disable social media traffic on key networks within the school, such as wi-fi and wired networks used for teaching, where the use of social networking is not appropriate.

Reporting

Concerns about breaches of this policy should be sent to the Principal, except safeguarding concerns, which must be reported to the DSL immediately. Details of the investigation process and potential outcomes are set out in the Online Safety Policy.

Training and Awareness

All staff receive regular online safety training, which includes the use and risks of social media, as part of their CPD and mandatory training plan. New staff receive online safety training, which includes the use of social media, as part of their induction

To support students and parents, the school will raise awareness about the appropriate use and potential risks of social media, and provide regular information through:

- curriculum-linked activities
- communications (e.g. letters, newsletters, website, learning platform)
- parent sessions, workshops and events
- campaigns (e.g. Safer Internet Day)
- signposting to trusted resources (e.g. saferinternet.org.uk, childnet.com and is4k.es)
- providing information and resources to support online safety at home

Monitoring and Review

Working with the **IT Manager (Adrian Carden), the Designated Safeguarding Leads and the Head of Marketing and Admissions**, the Principal will monitor the implementation of this policy, and ensure it is updated to reflect the needs and circumstances of the school and the social media channels and tools available to users.

This policy will be reviewed each year.

On behalf of the Board, the Regional Head of Schools is responsible for approving this policy.

Related Policies

This policy should be read in conjunction with the following documents:

- Child Protection and Safeguarding Policy
- Online Safety Policy

- Behaviour Policy
- Staff Code of Conduct
- Privacy Policy
- Equality, Diversity and Inclusion Policy
- **Staff Handbook (communication protocol)**