British International School of Ljubljana

A MEMBER OF ARISTON EDUCATION

Social Media Policy 2026

Approved by:	Mel Hitchcocks	**Last reviewed on:**	August 2026
Date:	August 2026	**Next review due by:**	August 2027

Development / Monitoring / Review of this Policy

This Social Media Policy has been developed by a working group made up of:

- Principal – Mel Hitchcocks
- Designated Safeguarding Lead (DSL) – Katarina Zelezinger
- Marketing Lead – Tjasa Mazgic
- IT Manager – Peter Gombac

Schedule for Development / Monitoring / Review

This Social Media Policy was approved by the Board	
The implementation of this Social Media Policy will be monitored by the:	Principal, DSL and Marketing Team
Monitoring will take place at regular intervals:	Once a term
The Director of Education and the Board will receive a report on the implementation of the Social Media Policy at regular intervals:	Annually, or sooner where significant concerns or incidents arise
The Social Media Policy will be reviewed annually, or more regularly in response to changes in legislation, safeguarding guidance, technology developments or significant incidents. The next anticipated review date will be:	August 2027
Should serious social media incidents take place, the following external persons/agencies should be informed:	The Director of Education, Group Head of Marketing, Group Head of IT and, where appropriate, relevant safeguarding agencies or legal authorities.

The school will monitor the impact of this policy through:

- Monitoring official school social media accounts and associated engagement.
- Reviewing reported social media incidents and complaints.
- Monitoring adherence to staff professional standards and the Staff Code of Conduct.
- Reviewing safeguarding concerns arising from the use of social media.

- Monitoring the effectiveness of staff training and awareness programmes.

Scope of the Policy

This policy applies to all members of the school community, including staff, students, volunteers, governors, parents, visitors and contractors who use, access or engage with social media in a manner connected to the school.

The policy covers:

- Official school social media accounts.
- Personal social media use where it may affect the school, its students, staff, parents or reputation.
- The creation, sharing or publication of content relating to the school, whether undertaken on or off school premises.
- The use of social media on school devices, networks and personal devices used for school-related purposes.

The school recognises that social media can be a valuable tool for communication, collaboration, celebration of achievements and community engagement. However, inappropriate use may create safeguarding, reputational, legal and data protection risks. All members of the school community are therefore expected to use social media responsibly, professionally and in accordance with this policy, the Staff Code of Conduct, Group and BISL Safeguarding Policy, Data Protection Policy, Acceptable Use Policies and Positive Behaviour Policy.

Where social media activity constitutes bullying, harassment, discrimination, safeguarding concerns, breaches of confidentiality or conduct likely to bring the school into disrepute, the school will investigate and may take appropriate disciplinary action in accordance with relevant school policies and procedures.

Roles and Responsibilities

The following section outlines the social media responsibilities of individuals and groups within BISL.

Director of Education acting on behalf of the Board of Directors

The Board is responsible for approving the Social Media Policy and reviewing its effectiveness. This will be achieved through the Director of Education receiving information regarding significant social media incidents, reputational issues, safeguarding concerns and policy monitoring reports.

The Director of Education will:

- Receive reports regarding serious breaches of the policy.
- Support the Principal in managing significant reputational or safeguarding concerns linked to social media.
- Ensure policy review arrangements are maintained.

Principal and Senior Leaders

The Principal has overall responsibility for ensuring that social media is used appropriately and safely across the school.

The Principal will:

- Ensure the effective implementation of this policy.
- Approve the creation of official school social media accounts.

- Ensure that staff understand their professional responsibilities when using social media.
- Investigate or oversee investigations into alleged breaches of this policy.
- Receive reports relating to significant social media incidents.
- Ensure appropriate training and guidance are provided to staff.

Designated Safeguarding Lead (DSL)
The DSL will:

- Lead on safeguarding matters relating to social media use.
- Receive reports of social media activities that may present a safeguarding risk.
- Maintain records of social media safeguarding incidents.
- Liaise with external agencies where appropriate.
- Provide advice and guidance on safeguarding concerns arising from social media activity.
- Support staff in responding appropriately to online safety concerns.

The MAC (Marketing, Admissions and Communication) Team
The MAC Team will:

- Manage and monitor official school social media accounts.
- Ensure content published on behalf of the school aligns with school values and branding guidelines.
- Monitor public engagement with official social media channels.
- Escalate safeguarding, reputational or conduct concerns to the Principal and DSL.
- Maintain appropriate records relating to official social media communications where necessary.

IT Manager
The IT Manager will:

- Support the secure use of digital technologies and platforms used for official social media purposes.
- Assist in investigating incidents involving school systems or devices.
- Maintain appropriate security measures to protect official social media accounts from misuse or unauthorised access.

Definition of social media

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.

Use of official school social media
The school's official social media channels are Facebook and Instagram.

These accounts are managed by the school's MAC Team. Staff members who have not been authorised by the Principal or Head Office to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you'd like to appear on our school social media channel(s), please speak to The Head of MAC, Tjasa Mazgic, tjasa.mazgic@britishschool.si

Facebook and Instagram

The school will post on Facebook and/or Instagram:

- 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 and 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 or Instagram:
- Names and photos of individuals (unless they have given 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

Moderation

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

- Abusive, racist, sexist, homophobic 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, such as selling items or “fund raisers”
- Surveys that have not been approved and where data privacy rights have not been made clear and personal data handling measures have not been considered.
- Comments that are untrue or misleading

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school’s complaints policy. If users are abusive or inappropriate, they will be blocked.

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

Following other social media users

Amend as appropriate.

The school:

- Will only ‘like’ Facebook pages with a non-commercial interest – being ‘liked’ by us does not imply endorsement of any kind
- May follow other users if you follow the school on Facebook or Instagram. Being followed by us doesn’t imply endorsement of any kind.

WhatsApp groups

- The school does not use WhatsApp, or any other group messaging service, for communication.
- We expect parents/carers to follow the above social media guidelines when using class WhatsApp groups.

Communications

	Staff & other adults			Students				
	Allowed	Allowed at certain times	Allowed for selected staff	Not allowed	Allowed	Allowed at certain times	Allowed with staff permission	Not allowed
Communication Technologies								

Mobile phones may be brought to the school	X						X	
Useof mobile phonesin lessons		X for less on demo					X	
Useof mobile phones in social time	X						X	
Taking photos on mobile		X– Must be deleted once		X				
phones/cameras		uploaded						
Use of other mobile devicese.g. tablets, gaming devices	X				X			
Useof personal email addresses in school or on school network	X			X				

Use of school emailfor personal emails	X			X				
Useof messaging apps	X			X				
Use of social media	X			X				
Use of blogs	X						X	

The school may also wish to add some of the following policy statements about the use of communications technologies, in place of, or in addition to the above table:

When using communication technologies, the school considers the following as good practice:

- The official school email service may be regarded as safe and secure and is monitored. Users should be aware that email communications are monitored. Staff and students should therefore use only the school email service to communicate with others when in school, or on school / systems (e.g. by remote access).
- Users must immediately report, to the Principal and IT Manager – in accordance with the school policy, the receipt of any communication that makes them feel uncomfortable, is offensive, discriminatory, threatening or bullying in nature and must not respond to any such communication.
- Any digital communication between staff and students or parents (email, social media, chat, blogs, VLE etc) must be professional in tone and content. These communications may only take place on official (monitored) school systems. Personal email addresses, text messaging or social media must not be used for these communications.
- Whole class / group email addresses may be used at KS1, while students at KS2 and above will be provided with individual school email addresses for educational use. (Schools may choose to use group or class email addresses for younger age groups e.g. at KS1)
- Students should be taught about online safety issues, such as the risks attached to the sharing of personal details. They should also be taught strategies to deal with inappropriate communications and be reminded of the need to communicate appropriately when using digital technologies.
- Personal information should not be posted on the school website and only official email addresses should be used to identify members of staff.

Social Media - Protecting Professional Identity (also see – Staff Code of Conduct Policy)

The school provides the following measures to ensure reasonable steps are in place to minimise risk of harm to students, staff and the school through:

- Ensuring that personal information is not published
- Training is provided including: acceptable use; social media risks; checking of settings; data protection; reporting issues.
- Clear reporting guidance. Any issues relating to child protection/safeguarding should be immediately reported to the DSL. Any issues relating to the inappropriate use of social media by staff should be reported to the Principal.

School staff should ensure that:

- No reference should be made in social media to students, parents or school staff
- They do not engage in online discussion on personal matters relating to members of the school community
- Personal opinions should not be attributed to the school or the Group to which the school belongs.
- Security settings on personal social media profiles are regularly checked to minimise risk of loss of personal information

When official school social media accounts are established, the following guidelines should be followed:

- The account should be approved by the Principal.
- The account should be monitored by at least two members of staff – the member of staff who set up the account and the Principal.
- Any inappropriate use of the account should be reported directly to the DSL (in cases where students are involved) or the Principal.

Personal Use:

- Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy
- Personal communications which do not refer to or impact upon the school are outside the scope of this policy
- Where excessive personal use of social media in school is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken
- The school permits reasonable and appropriate access to private social media sites

Monitoring of Public Social Media

- As part of active social media engagement, it is considered good practice to pro-actively monitor the Internet for public postings about the school. This should be undertaken by Marketing.
- The school should effectively respond to social media comments made by others by Marketing or the Principal only.

- The school's use of social media for professional purposes will be checked regularly by the Principal to ensure compliance with the school policies.

Personal use of social media by students
The school encourages students to

- Be respectful to members of staff, and the school, at all times
- Be respectful to other students and parents/carers
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Students **should not** use social media to:

- Complain about individual members of staff or other students
- Complain about the school or bring the school into disrepute
- Make inappropriate comments about members of staff, other students or parents/carers
- Post images of other staff or students without their permission

Any concerns about a pupil's social media use will be dealt with in line with the school's behaviour policy.

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 complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Parents/carers **should not** use social media to:

- Complain about individual members of staff, other parents/carers or students
- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers or students
- 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, following the school's complaints policy. If users are repeatedly abusive or post

inappropriate content that's affects the school's community and policy they will be blocked by the school.

Review and Evaluation

This policy is to be review annually, though any deficiencies or weaknesses in arrangements will be remedied without delay.

This policy will be reviewed by the Principal and the Online Safety Group.

Reviewed and amended: August 2026 by the DSL, Online Safety Group and Principal

Next review: August 2027.