Social Media and Respectful Communications Charter

EXCEED ACADEMIES TRUST

Together we Exceed

Working Together Respectfully

Positive relationships

Responsible use

Respectful communication

Wellbeing, safety and dignity

At Exceed Academies Trust, we value positive relationships between parents, carers, pupils, staff, governors and trustees. We recognise that social media can be a valuable way to share information, celebrate achievements and communicate with others.

We ask all members of our school communities to use social media responsibly, respectfully and in a way that supports the wellbeing, safety and dignity of others.

Our schools are committed to listening to concerns and resolving issues fairly. We therefore encourage parents and carers to raise concerns directly with the school through the appropriate channels so that they can be properly considered and addressed.

Our Shared Expectations

We ask parents and carers to:

- Communicate respectfully when discussing the school, its pupils, families or staff.
- Raise concerns directly with the school through the appropriate communication and complaints procedures.
- Work with school leaders to seek constructive resolutions to concerns.
- Respect the privacy, dignity and confidentiality of pupils, families and staff.
- Consider the impact that online comments may have on individuals and the wider school community.
- Help promote a positive, safe and inclusive environment for all members of the school community.
- Ensure that any information shared online is accurate and responsible.
- Where artificial intelligence (AI) tools are used to draft communications or social media content, parents and carers remain responsible for ensuring that any information shared is accurate, respectful and appropriate.

We Ask Parents and Carers to Avoid

To help protect pupils, families and staff, parents and carers should not:

01 Post abusive, offensive, intimidating, discriminatory, harassing or threatening comments about any member of the school community.

02 Use social media to pursue complaints, raise allegations against individuals, or seek to determine disputed matters involving pupils, families, staff or the school.

03 Publish unfounded allegations or speculation regarding school matters.

04 Share confidential, personal or sensitive information relating to pupils, families or staff.

05 Encourage others to criticise, harass or target members of the school community online.

06 Publish photographs, videos or other content that may compromise the privacy, dignity, wellbeing or safety of any child or adult.

07 Use social media as an alternative to the school's established communication or complaints procedures.

Concerns and Complaints

> *If you are unhappy about any aspect of school life, we want to hear from you.*

The most effective way to resolve concerns is through direct communication with the school. School leaders will listen carefully, investigate concerns appropriately and seek to resolve issues fairly, objectively and in accordance with school and Trust procedures.

DIRECT COMMUNICATION • CAREFUL LISTENING • APPROPRIATE INVESTIGATION • FAIR AND OBJECTIVE RESOLUTION

Our Commitment to Parents and Carers

In return, our schools will:

- Treat all parents and carers with courtesy, fairness and respect.
- Listen to concerns without prejudice.
- Follow published policies and procedures.
- Communicate professionally and transparently.
- Seek to resolve concerns promptly and constructively.
- Maintain the confidentiality and dignity of all parties wherever possible.

Safeguarding and Community Expectations

The Trust has a duty to safeguard and promote the welfare of children and to protect the wellbeing of staff and the wider school community.

PRIVACY

Parents and carers must not publish information, photographs, videos or comments that may compromise the safety, wellbeing, dignity or privacy of any child.

IMPACT

We recognise that online content can be shared widely and quickly. Before posting, please consider the potential impact on children, families, staff and the wider school community.



BEFORE POSTING, PLEASE CONSIDER THE POTENTIAL IMPACT

Where Expectations Are Not Met



Any action taken will be proportionate to the circumstances and consistent with the Trust's policies and legal responsibilities.

Where social media activity falls below the standards set out in this Charter, the school or Trust may take appropriate action.

Depending on the circumstances, this may include:

- Requesting the removal of content.
- Asking that concerns are redirected through the appropriate complaints procedures.
- Restricting communications to specified channels where this is reasonable and proportionate.
- Reporting content to social media providers.
- Seeking advice from relevant agencies, professional advisers or, where appropriate, the police.

Repeated or serious breaches of this Charter may be considered under the Trust's arrangements for managing unreasonable behaviour or communication, where this is considered necessary and proportionate.



Rights to Raise Concerns

- Raising genuine concerns about their child or the school.
- Making complaints through the appropriate school or Trust procedures.
- Reporting safeguarding concerns.
- Seeking advice, support or assistance from relevant statutory or professional bodies where they believe this is necessary.

The purpose of this Charter is not to discourage concerns or complaints, but to promote respectful, constructive and appropriate communication that supports the wellbeing of pupils, staff and the wider school community.



> *Together, by communicating respectfully both online and offline, we can help ensure that our schools remain safe, positive and supportive places in which every child can thrive.*

