



## HILDENBOROUGH CHURCH OF ENGLAND PRIMARY SCHOOL

“I can do all things through Christ who strengthens me,” (Philippians 4:13) so that I can be the best that I can be, for myself, for others and for God.

# MOBILE, SMART TECHNOLOGY AND SOCIAL MEDIA POLICY

## September 2025

We aspire for our community to flourish as we journey together to fulfil our God given potential by encouraging a delight in the pursuit of wisdom and knowledge. We cherish each person as unique and special, and celebrate God’s creation through providing rich experiences, which enlighten, challenge, shape and enhance life’s opportunities for all.

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Ratified on	25.09.2025
Lead Person	Ruth Ardrey

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## PART A- MOBILE AND SMART TECHNOLOGY

### Policy aims and scope

- This policy has been written by Hildenborough CE Primary School, involving staff and parents/carers, building on Kent County Councils Education Safeguarding Service’s mobile and smart technology policy template, with specialist advice and input as required.
- It takes into account the DfE statutory guidance [‘Keeping Children Safe in Education’](#), [‘Early Years and Foundation Stage’](#), [‘Working Together to Safeguard Children’](#), [‘Behaviour in Schools Advice for headteachers and school staff’](#), [‘Searching, screening and confiscation at school’](#) and the local [Kent Safeguarding Children Multi-agency Partnership](#) (KSCMP) procedures.
- The purpose of this policy is to safeguard and promote the welfare of all members of our community when using mobile devices and smart technology.
  - Hildenborough School recognises that online safety is an essential part of safeguarding and acknowledges its duty to ensure that all learners and staff are protected from potential harm when using mobile and smart technology.
  - As outlined in our Child Protection Policy, the Designated Safeguarding Lead (DSL), *Ruth Ardrey, Headteacher* is recognised as having overall responsibility for online safety.
- This policy applies to all access to and use of all mobile and smart technology on site; this includes but is not limited to mobile/smart phones and personal devices such as tablets, e-readers, games consoles and wearable technology, such as smart watches and fitness trackers, which facilitate communication or have the capability to record sound and/or images.
- This policy applies to learners, parents/carers and all staff, including the governing body, leadership team, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for, or provide services on behalf of the setting (collectively referred to as “staff” in this policy)

### Links with other policies

- This policy links with several other policies, practices and action plans, including but not limited to:
  - Acceptable Use Policy
  - Behaviour policy
  - Child protection policy
  - Code of conduct policy
  - Confidentiality policy
  - Anti-Bullying Policy
  - Curriculum policies, such as: Computing, Personal Social and Health Education (PSHE), Citizenship and Relationships and Sex Education (RSE)

### Safe use of mobile and smart technology expectations

- Hildenborough School recognises that use of mobile and smart technologies is part of everyday life for many learners, staff and parents/carers.
- Electronic devices of any kind that are brought onto site are the responsibility of the user. All members of the Hildenborough School community are advised to:
  - take steps to protect their mobile phones or personal devices from loss, theft or damage; we accept no responsibility for the loss, theft or damage of such items on our premises.
  - use passwords/PIN numbers to ensure that unauthorised access, calls or actions cannot be made on their phones or devices.

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- Mobile phones and personal devices are not permitted to be used in specific areas on site, such as changing areas and toilets
- The sending of abusive or inappropriate messages or content via mobile phones or personal devices is forbidden by any member of the community; any breaches will be dealt with in line with our anti-bullying, behaviour and child protection policies.
- All members of the Hildenborough School community are advised to ensure that their mobile phones and personal devices do not contain any content which may be offensive, derogatory, illegal, or which would otherwise contravene our behaviour or child protection policies.

### School Devices

- Members of staff will be issued with a work email address, where contact with learners or parents/carers is required.
- If relevant, Staff providing formal remote learning will do so using Hildenborough School’s provided equipment in accordance with our remote learning AUP.
- Hildenborough School devices will be suitably protected via a passcode/password/PIN and/or must only be accessed or used by members of staff and/or learners.
- Hildenborough School devices will always be used in accordance with the acceptable use of technology policy and other relevant policies.
- Where staff or learners are using school provided devices, they will be informed prior to use via our Acceptable Use Policy (AUP) that activity may be monitored for safeguarding reasons and to ensure policy compliance.
- A school mobile phone is available. This allows calls to be made on school trips and for other school business. It also provides a camera for use within the school and to be taken out of school for trips, events, etc. Staff should ensure the mobile phone is on their personal possession at all times, or secured in the school office on charge.
- The school’s mobile phone should be cleared of images and stored on the shared drive for school purposes. There should be a maximum of a week’s worth of images at any one time. As soon as they are uploaded the memory should be deleted.

### Staff use of mobile and smart technology

- Members of staff will ensure that use of any mobile and smart technology, including personal phones and mobile devices, will take place in accordance with the law, as well as relevant school policy and procedures, such as confidentiality, child protection, data security code of conduct and Acceptable Use Policies.
- Staff will be advised to:
  - Keep mobile phones and personal devices in a safe and secure place during lesson times.
  - Keep personal mobile phones and devices switched off or set to ‘silent’ mode during lesson times.
  - Ensure that Bluetooth or other forms of communication, such as ‘airdrop’, are hidden or disabled during lesson times.
  - Not use personal devices during teaching periods unless permission has been given by the headteacher, such as in emergency circumstances.
  - Ensure that any content bought onto site via personal mobile phones and devices is compatible with their professional role and our behaviour expectations.

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- Members of staff are not permitted to use their own personal phones or devices for contacting learners or parents and carers.
  - Any pre-existing relationships or circumstance, which could compromise staff’s ability to comply with this, will be discussed with the DSL/Headteacher, Ruth Ardrey.
- Staff will only use school provided equipment (not personal devices):
  - to take photos or videos of learners in line with our image use policy.
  - to work directly with learners during lessons/educational activities.
  - to communicate with parents/carers.
- Where remote learning activities take place, staff will use school provided equipment. If this is not available, staff will only use personal devices with prior approval from the headteacher, following a risk assessment. Staff will follow clear guidance outlined in the Acceptable Use Policy.
- If a member of staff breaches our policy, action will be taken in line with our staff code of conduct and allegations policy.
- If a member of staff is thought to have illegal content saved or stored on a mobile phone or personal device or have committed a criminal offence using a personal device or mobile phone, the police will be contacted and the LADO (Local Authority Designated Officer) will be informed in line with our allegations policy.

### Learners use of mobile and smart technology

- Learners in Year 5 and 6 are permitted to bring their phone to school if they are walking to and from school alone. On these occasions, the child must bring their mobile phone to the office on arrival and it can be collected at the end of the day. Smart phones are not allowed. If parents wish for a mobile phone to be provided, this must be a simple non- smart phone.
- The school encourage children to purchase a basic phone as a way to communicate with parents via text or telephone call. The children at primary age are still developing their social awareness and healthy habits with IT and many functions and apps on a smart phone are not deemed as age appropriate for primary age children.
- All other learners are not allowed mobile phones within school at any time. However, safe mobile technology is taught, especially within Key Stage Two.
- Learners will be educated regarding the safe and appropriate use of mobile and smart technology, including mobile phones and personal devices, and will be made aware of behaviour expectations and consequences for policy breaches.
- Safe and appropriate use of mobile and smart technology will be taught to learners as part of an embedded and progressive safeguarding education approach using age-appropriate sites and resources. Further information is contained within our child protection policy.
  - Mobile phones and/or personal devices will not be used on site by learners.

### Unacceptable use of ICT and the internet outside of school

The school will sanction pupils, in line with the Positive Relationships and Behaviour for Learning Policy if a pupil engages in any of the following **at any time** (even if they are not on school premises):

- Using ICT or the internet to breach intellectual property rights or copyright
- Using ICT or the internet to bully or harass someone else, or to promote unlawful discrimination
- Breaching the school’s policies or procedures
- Any illegal conduct, or making statements which are deemed to be advocating illegal activity

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- Accessing, creating, storing, linking to or sending material that is pornographic, offensive, obscene or otherwise inappropriate
- Consensual or non-consensual sharing of nude and semi-nude images and/or videos and/or livestreams (also known as sexting or youth produced sexual imagery)
- Activity which defames or disparages the school, or risks bringing the school into disrepute
- Sharing confidential information about the school, other pupils, or other members of the school community
- Gaining or attempting to gain access to restricted areas of the network, or to any password-protected information, without approval from authorised personnel
- Allowing, encouraging, or enabling others to gain (or attempt to gain) unauthorised access to the school’s ICT facilities
- Causing intentional damage to the school’s ICT facilities or materials
- Causing a data breach by accessing, modifying, or sharing data (including personal data) to which a user and/or those they share it with are not supposed to have access, or without authorisation
- Using inappropriate or offensive language

### Visitors use of mobile and smart technology

- Parents/carers and visitors, including volunteers and contractors, are expected to ensure that:
  - Use of mobile phones are limited. Conversations should not be had on site in public areas and should remain out of sight at all times.
  - At the start of each event where parents are on site, a notice will be given to the expectations of taking photographs. Parents must never upload any images to social media platforms without knowing the children who can and cannot be online.
- Appropriate information is shared with all visitors by use of signage in the entrance to the school. This is to inform visitors of our expectations for safe and appropriate use of personal devices and mobile phones.
- Visitors, including volunteers and contractors, who are on site for regular or extended periods of time are expected to use mobile and smart technology in accordance with our acceptable use of technology policy and other associated policies, including child protection.
- If visitors require access to mobile and smart technology, for example when working with learners as part of multi-agency activity, this will be discussed with the *headteacher* prior to use being permitted.
  - Any arrangements regarding agreed visitor access to mobile/smart technology will be documented and recorded by the *school*. This may include undertaking appropriate risk assessments if necessary.
- Members of staff are expected to challenge visitors if they have concerns about their use of mobile and smart technology and will inform the DSL or *headteacher* of any breaches of our policy.

## PART 2 SOCIAL MEDIA POLICY

### Policy aims and scope

- This policy has been written by Hildenborough School involving staff, learners and parents/carers, building on The Education People’s social media policy template with specialist advice and input as

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required, taking into account the DfE statutory guidance ‘[Keeping Children Safe in Education](#)’ 2025, [Early Years and Foundation Stage](#) 2025 ‘[Working Together to Safeguard Children](#)’ 2018 and the local [Kent Safeguarding Children Multi-agency Partnership](#) (KSCMP) procedures.

- The purpose of this policy is to safeguard and promote the welfare of all members of Hildenborough School community when using social media.
  - *Hildenborough School* recognises that online safety is an essential part of safeguarding and acknowledges its duty to ensure that all learners and staff are protected from potential harm when using social media.
  - As outlined in our child protection policy, the Designated Safeguarding Lead (DSL), Ruth Ardrey, Headteacher is recognised as having overall responsibility for online safety.
- The policy applies to all use of social media; the term social media includes, but is not limited to, blogs, wikis, social networking sites, forums, bulletin boards, online gaming, apps, video/photo sharing sites, chatrooms and instant messenger apps or other online communication services.
- This policy applies to learners, parents/carers and all staff, including the governing body, leadership team, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for, or provide services on behalf of the setting (collectively referred to as “staff” in this policy).

### Links with other policies

- This policy links with several other policies, practices and action plans, including but not limited to:
  - Anti-bullying policy
  - Acceptable Use Policy
  - Behaviour policy
  - Mobile and Smart technology (part A of this policy)
  - Child protection policy
  - Code of conduct policy
  - Confidentiality policy
  - Curriculum policies, such as: Computing, Personal Social and Health Education (PSHE), Citizenship and Relationships and Sex Education (RSE)
  - Data security

### General and social media expectations

- All members of the Hildenborough School community are expected to engage in social media in a positive and responsible manner.
- All members of the Hildenborough School community are advised not to post or share content that may be considered threatening, hurtful or defamatory to others on any social media service.
- We will control learner and staff access to social media whilst using school provided devices and systems on site. This will be done through appropriate system filtering and will be restricted to adult logins only.
- Inappropriate or excessive use of social media during school hours or whilst using school devices may result in removal of internet access and/or disciplinary action.
- The use of social media or apps, for example as a formal remote learning platform will be robustly risk assessed by the DSL/ Headteacher prior to use. Any use will take place in accordance with our remote learning Acceptable Use Policy.
- Concerns regarding the online conduct of any member of Hildenborough School community on social media will be taken seriously. Concerns will be managed in accordance with the appropriate policies,

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including anti-bullying, allegations against staff, behaviour, home school-agreements, staff code of conduct, Acceptable Use Policies, and child protection.

### Staff use of social media

- The use of social media during school hours for personal use is permitted for staff during the lunch hour or break times and only when in staff only areas, not the classroom where children can access.
- Safe and professional online behaviour is outlined for all members of staff, including volunteers, as part of our code of conduct and acceptable use of technology policy.
- The safe and responsible use of social media sites will be discussed with all members of staff as part of staff induction. Advice will be provided and updated via staff training and additional guidance and resources will be shared with staff as required on a regular basis.
- Any complaint about staff misuse of social media or policy breaches will be taken seriously in line with our child protection and allegations against staff policy.

### Reputation

- All members of staff are advised that their online conduct on social media can have an impact on their role and reputation within the school. Civil, legal or disciplinary action may be taken if staff are found to bring the profession or institution into disrepute, or if something is felt to have undermined confidence in their professional abilities.
- All members of staff are advised to safeguard themselves and their privacy when using social media. This may include, but is not limited to:
  - Setting appropriate privacy levels on their personal accounts/sites.
  - Being aware of the implications of using location sharing services.
  - Opting out of public listings on social networking sites.
  - Logging out of accounts after use.
  - Using strong passwords.
  - Ensuring staff do not represent their personal views as being that of the school.
- Members of staff are encouraged not to identify themselves as employees of Hildenborough School on their personal social networking accounts; this is to prevent information being linked with the setting and to safeguard the privacy of staff members.
- All staff are expected to ensure that their social media use is compatible with their professional role and is in accordance our policies and the wider professional reputation and legal framework. All members of staff are encouraged to carefully consider the information, including text and images, they share and post on social media.
- Information and content that staff members have access to as part of their employment, including photos and personal information about learners and their family members or colleagues, will not be shared or discussed on social media sites.
- Members of staff will notify the leadership team immediately if they consider that any content shared on social media sites conflicts with their role.

### Communicating with learners and their families

- Staff will not use any personal social media accounts to contact learners or their family members.
- All members of staff are advised not to communicate with or add any current or past learners or their family members, as ‘friends’ on any personal social media accounts.

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- Any communication from learners and parents/carers received on personal social media accounts will be reported to the DSL/ Headteacher (or deputy).
- Any pre-existing relationships or situations, which mean staff cannot comply with this requirement, will be discussed with the DSL/headteacher. Decisions made and advice provided in these situations will be formally recorded to safeguard learners, members of staff and the setting.
- If ongoing contact with learners is required once they have left the setting, members of staff will be expected to use existing alumni networks, or use official setting provided communication tools.

### Official use of social media

- Hildenborough School official social media channels are: Facebook and Instagram. These are both open sites. Other closed sites include Tapestry for EYFS and Year1.
- The official use of social media sites by Hildenborough School only takes place with clear educational or community engagement objectives and with specific intended outcomes and the use has been formally risk assessed and approved by the headteacher prior to use.
- Official social media sites are suitably protected and, where possible, run and linked to our website.
  - Official social media channels have been set up as distinct and dedicated accounts for official educational or engagement purposes only.
  - Staff use setting provided email addresses to register for and manage official social media channels.
- Instagram connects explicitly to Facebook, so each post will be doubled up and will be available on both channels.
- Facebook and Instagram is available for staff on the school mobile telephone. Training for the acceptable use of this is provided annually to staff and all new starters. (See Appendix 1 for ‘How to Guide’)
- Official social media use will be conducted in line with existing policies, including but not limited to anti-bullying, data protection, confidentiality and child protection.
- All communication on official social media platforms by staff on behalf of the setting will be clear, transparent and open to scrutiny. Public communications (Facebook and Instagram) on behalf of the setting will, where appropriate and possible, be read and agreed by at least one other colleague.
- Parents/carers and learners will be informed of any official social media use, along with expectations for safe use and action taken to safeguard the community.
- Parents and carers will be informed of any official social media use with learners; any official social media activity involving learners will be moderated if possible and written parental consent will be obtained as required.
- Members of staff who follow and/or like our official social media channels must have highest security on their social media platform, to remain private to the other followers.
- If members of staff are managing and/or participating in online social media activity as part of their capacity as an employee of the setting, they will:
  - Read and understand our Acceptable Use Policy.
  - Where they are running official accounts (eg- Tapestry), sign our social media Acceptable Use Policy.
  - Be aware they are an ambassador for the school.
  - Be professional, responsible, credible, fair and honest, and consider how the information being published could be perceived or shared.
  - Always act within the legal frameworks they would adhere to within the workplace, including libel, defamation, confidentiality, copyright, data protection and equalities laws.

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- Follow our image use policy at all times, for example ensuring that appropriate consent has been given before sharing images. Only children where permission has been obtained can be added to open social media, our website or any other public viewing.
- Not disclose information, make commitments or engage in activities on behalf of the setting, unless they are authorised to do so.
- Not engage with any private or direct messaging with current or past learners or their family members.
- Inform their line manager, the DSL (or deputy) and/or the headteacher of any concerns, such as criticism, inappropriate content or contact from learners.

### Purpose of Facebook and Instagram

- To continue to advance our school information system with information shared via Facebook and Instagram, along with the existing methods of newsletters/letters, email and the school website.
- To publicise school events and increase awareness about school fundraising.
- To promote the school in a positive light for current and prospective parents alike.
- To announce any updated information that appears on our school website via Facebook
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To make school announcements.
- To use Facebook and Instagram as a means of marketing the school to a wider audience.
- To engage the community that Hildenborough serves and to act as a key component of our school’s online presence.
- To facilitate communication and networking opportunities between parents, especially new or prospective parents.
- To maintain contact with past parents and past pupils.

### Terms of Use

The Hildenborough School Facebook and Instagram page must comply with the expectations of the General Data Protection Regulation (GDPR) 2018. Therefore, users must not share any form of personal data that may compromise the safety of any member of the school community, including pupils, parents/carers or staff.

- Under the terms of the GDPR (2018), all photographs and video images of children and staff alike are classified as personal data. This means that an image cannot be used for public display or for school publicity etc. unless there is a lawful basis for this and that the child as the owner of the personal data, or the parent/carer where the child is not of suitable maturity to make such decisions, has been made aware/given consent.
- Users should not post anything on the page that could be deemed offensive - inappropriate or harmful comments/content will be removed immediately.
- Users should not share any information that is confidential - if it seems confidential, it probably is. Online “conversations” are never private.
- Users cannot tag photographs of children on the page, as this does not comply with the lawful basis of sharing personal data by which it is sought, e.g. Legitimate Interests or Consent.
- Users should not engage in giving negative feedback on Facebook or Instagram, it is more appropriate to deal with the school directly on such matters.
- Users will not mention individual staff members in a negative light on the school Facebook or Instagram page. The tone of any discussions should be positive and respectful.

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- Users should not ask to be “friends” with staff as failure to respond may cause offence
- Users of the page should, where possible, photograph students without their faces. No names should be used (unless specific permission by parents)
- No photographs of children should be uploaded to Facebook or Instagram unless we have parental permission. See list of photo permissions on shared drive.

### Policy monitoring and review

- Technology evolves and changes rapidly. Hildenborough School will review this policy at least annually. The policy will be revised following any national or local policy updates, any local concerns and/or any changes to our technical infrastructure.
- We will regularly monitor internet use taking place via our provided devices and systems and evaluate online safety mechanisms to ensure that this policy is consistently applied. Any issues identified will be incorporated into our action planning.
- All members of the community will be made aware of how the school will monitor policy compliance

### Responding to policy breaches

- All members of the community are informed of the need to report policy breaches or concerns in line with existing school policies and procedures.
- After any investigations are completed, leadership staff will debrief, identify lessons learnt and implement any policy or curriculum changes, as required.
- We require staff, parents/carers and learners to work in partnership with us to resolve issues.
- All members of the community will respect confidentiality and the need to follow the official procedures for reporting concerns.
- Learners, parents and staff will be informed of our complaints procedure and staff will be made aware of the whistleblowing procedure.
- If we are unsure how to proceed with an incident or concern, the DSL (or a deputy) or headteacher will seek advice from the [Education People’s Education Safeguarding Service](#) or other agency in accordance with our child protection policy.

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## Appendix 1: ‘How to Guide’ for Facebook/ school mobile

The school mobile telephone remains in the school office, on charge so it is readily available for use by staff at any time. The school mobile phone has a lock on it for security reasons. Staff are aware of this and it is changed annually in line with our Risk Assessment for door security on site.

Facebook is logged in as Ruth Ardrey, Headteacher and within this account a page called: Hildenborough CE Primary School. Staff using Facebook, should only upload to the schools page, rather than Ruth Ardrey page. This account is public, but we aim to share our celebrations on the school page only.

Instagram is also logged in as Ruth Ardrey, Headteacher, but will link explicitly to our Facebook page, allowing all posts to instantly spread between the 2 channels. Instagram is the first channel to be used and this links directly with Facebook- this includes stories.

### How to upload to Instagram

School staff can upload appropriate content to Instagram, which shares directly to Facebook. However, staff should follow the guidelines below:

#### DO:

- Take the phone with you on school trips. Use this to take any photos even those you do not wish to upload.
- Alert people about changes to procedures eg- No Forest School for Year 5 tomorrow due to adverse weather conditions.
- Put out reminders for class activities eg- Year 4 can't wait to go to London tomorrow. Don't forget your packed lunch and plenty of water!
- Advertise events that are upcoming: new clubs, job vacancies, open days, fundraising links, etc.
- Post photos of children who have given permission. Check the latest safeguarding permissions before posting. However, where possible, do not take full head shots. Instead, try to capture a wider picture so that not all children are recognised.
- Post about school trips or clubs- celebrate all the extra-curricular activities that we provide
- Share information about your curriculum eg- a themed day, a hook in English, Maths problem solving... the possibilities are endless.
- Make sure that every post is positively worded and promotes what we do at school.
- If you notice any responses on your posts, you can like the comment but must not respond, this can be done by senior leaders.
- Tag places that you have visited to make the reach a little further. You can add a location and/or @tag a business/ organisation such as: Tonbridge Castle, Natural History Museum, O2.

#### DO NOT:

- Add names for children if they have a photo attached
- Write any rude, unkind or unprofessional language

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- Always celebrate the same children, spread out the content so that all children (who have permission) can be seen online.
- Message specific people, or reply to comments on your post.
- Monitor the account- Headteacher and members of SLT are able to monitor the account only.
- Make any link to staff's personal accounts- no tagging of anyone other than locations visited or official pages

The school mobile has an app called: Wifi Photo. Once your trip has finished, you can share the photos to your desktop using the app. Follow the instructions in the app. Then delete all photos from the phone.

Alternatively, you can plug the lead into the computer and save all images to the Media Share M: