British School
Quito
an Orbital Education School

We live and learn together:

1. with **respect** and **care** for each other
2. with a **happy** and **welcoming** attitude to everyone
3. with an **active** and **determined** approach to our ambition

Social Media Policy

Adopted:	Thursday, 01 January 2026
Review cycle:	3 Year review cycle.
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Policy Lead:	Principal.

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Excellence
Excelencia   *Respect*
Respecto   *Responsibility*
Responsabilidad   *Integrity*
Integridad   *Compassion*
Compasión

Contents

Purpose and scope

This policy aims to:

- Set guidelines and rules on the use of BSQ's social media channels
- Establish clear expectations for the way members of the school community engage with each other online
- Support the school's policies on data protection, online safety, and safeguarding

Staff, students and families should read, understand and comply with this social media policy.

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether social media is accessed using:

- School IT facilities and equipment
- Equipment belonging to members of staff and pupils
- Any other IT/Internet-enabled equipment

All members of the school 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 legislation. Everyone must also operate in line with the school's, child protection, safer recruitment, online safety and ICT acceptable use policies.

Definition of social media

For the purposes of this policy, 'social media' is 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.

Use of official school social media

The BSQ's official social media channels are as follows:

- The school website
- Instagram
- Facebook
- Linked in

These accounts are managed by our marketing and admissions manager and our HR lead.

We will post:

- 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 pupils and staff
- Photos or posts about school trips, events, and activities
- Seasonal greetings and messages about religious festivals
- Invitations to provide feedback

We will not post:

- Names and photos of individuals
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses unless directly related to the school
- Links to staff members' personal accounts

Moderation

Colleagues 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

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 inappropriate, they will be blocked.

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

Personal use of social media by staff

The school expects all staff (including governors and volunteers) to consider the safety of pupils and the risks (reputational and financial) to the school when using social media channels, including when doing so in a personal capacity. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff members will report on 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 pupils, unless they are directly related family members

- Complain about the school, individual pupils, colleagues or parents/carers
- Reference or share information about individual pupils, colleagues or families
- Post images of pupils
- Express personal views or opinions that could be interpreted as those of the school
- Link their social media profile to their work email account

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff behaviour policy.

Any communication received from current pupils (unless they are family members) on any personal social media accounts will be reported to the designated safeguarding lead (DSL) or member of the senior leadership team immediately.

Personal use of social media by pupils

We encourage pupils to

- Be respectful to members of staff, and the school, always
- Be respectful to other pupils 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

Pupils should not use social media to:

- Complain about individual members of staff
- Complain about the school
- Make inappropriate comments about members of staff, other pupils, or parents/carers
- Post images of other pupils 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 pupils.

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 always
- Be respectful of, and about, other parents/carers and other pupils 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 pupils
- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers, or pupils
- Draw attention to, or discuss, behaviour incidents
- Post images of children other than their own

Monitoring

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).