



QUEENSMEAD PRIMARY ACADEMY

Inappropriate use of Social Network Sites

Policy Statement 2026-27

It has come to the attention of Queensmead Primary Academy, Greenwood Academies Trust and Leicester City LA that increasingly, social media* websites are being used to fuel campaigns against schools and share negative views about schools, Head Teachers and school staff. We consider the use of social media websites being used in this way as unacceptable.

In the event that a parent/carer of a child being educated in our academy is found to be posting libellous or inflammatory comments on Facebook or other social network sites, they will be reported to the appropriate 'report abuse' section of the network site.

All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report content or activity which breaches this. Parents and Carers should also be aware that through the nature of social networking anything that is published online automatically enters the public domain and leaves a web footprint.

In serious cases Queensmead Primary Academy and the Greenwood Academies Trust will also consider its legal options to deal with any such misuse of social networking and other sites. If the comments are abusive and damage the reputation of the academy, then we are advised to involve the police in the matter, as this becomes a libel case.

Cyber bullying is the use of electronic communications to bully a person, typically by sending messages of an intimidating or threatening nature. Queensmead Primary Academy takes any incidents of cyber bullying very seriously and will always take action to follow up such incidents.

*By 'social media' we refer to sites that include: Facebook, Instagram, X, Tik Tok – this is not an exclusive or exhaustive list.