



Social Media Policy

Proposed: 12th January 2026

Agreed: 13th February 2026

Rochester Mathematical School Association (RMSA) Social Media Policy

Registered Charity No: 297726

Review Date: January 2027

Version 1.1 — January 2026

PART 1 — RMSA SOCIAL MEDIA POLICY

1. Purpose of this Policy

This policy sets out how the Rochester Mathematical School Association (RMSA) uses social media in a safe, responsible, and appropriate manner. It aims to:

- Support effective communication with parents, carers, and the wider school community.
- Promote RMSA events and activities.
- Ensure safeguarding of children and young people.
- Protect volunteers, trustees, and the reputation of the RMSA.

This policy applies to all RMSA trustees, committee members, volunteers, and anyone interacting with RMSA social media platforms.

2. Official Social Media Platforms

The RMSA currently uses the following official platforms:

- **Facebook:** <https://www.facebook.com/RochesterMathSchoolAssociation/>
- **Instagram:** @rmsa_sjwms

No other social media accounts may be created or used on behalf of the RMSA without the prior approval of the RMSA Committee.

3. Social Media Administration

- The RMSA Committee will appoint at least two Social Media Administrators.
- Only appointed Administrators may access account login details or publish content.
- Administrator access will be reviewed annually and immediately updated if an administrator steps down.
- The RMSA Committee retains overall responsibility for social media activity.

4. Access to RMSA Social Media

Facebook

- Public page viewable by any Facebook user.
- Users may submit posts, subject to administrator moderation.

Instagram

- Publicly accessible account.
- All content managed solely by RMSA Administrators.
- Public interaction (likes and comments) monitored and moderated.

5. Moderation and Monitoring

Across all RMSA platforms:

- Only authorised RMSA Administrators may publish posts.
- Comments and messages are monitored regularly.
- Profanity filters are applied where available.
- Inappropriate or offensive content will be removed.
- Users who repeatedly misuse platforms may be blocked at the discretion of the RMSA Committee.
- Private messages are monitored and responded to as appropriate.

6. Use of RMSA Social Media

RMSA social media is used only for:

- Communicating with members and the school community.
- Promoting RMSA events and fundraising activities.
- Recruiting volunteers.
- Thanking supporters and sponsors.
- Seeking feedback from members.

7. Prohibited Use

RMSA platforms must not be used to include, but are not limited to:

- Discussion of individual pupils, parents, staff, or non-RMSA school matters.
- Raising complaints about the school or RMSA (formal procedures must be followed).
- Promoting businesses, services, or political views without RMSA Committee approval.

Inappropriate posts will be removed. Persistent misuse may result in users being blocked.

If a complaint is received via social media, it will be acknowledged and redirected to the appropriate RMSA or school complaints procedure.

PART 2 — SAFEGUARDING AND POLICY MANAGEMENT

8. Safeguarding, Photographs and Videos

RMSA is committed to safeguarding children and young people and follows the school's safeguarding principles at all times.

- School photographic consent does not extend to RMSA.
- RMSA will not upload identifiable images of children to RMSA social media platforms.
- Event images should show adults only and/or event settings. Where children appear incidentally in wider event photographs, images must be selected carefully and faces blurred or pixelated where necessary to prevent identification.
- Photographs and videos must not include children's names or any personal information.
- Only RMSA Administrators may upload photographs or videos to RMSA social media platforms.

9. *Instagram-Specific Guidance*

In addition to the above:

- Stories, Reels, and Highlights must follow the same safeguarding rules.
- Live streaming is not permitted.
- Comments are monitored and inappropriate content removed.
- Direct Messages are for enquiries from adults only.
- Content from personal accounts showing children must not be reposted.

10. *Communication with Children*

- RMSA representatives must not communicate directly with children via social media.
- Volunteers who are parents may communicate in a personal capacity only.
- RMSA platforms must never be used for one-to-one communication with children.
- Any safeguarding concerns must follow school safeguarding procedures.

11. *Data Protection and Privacy*

- RMSA social media accounts will comply with UK GDPR and Data Protection legislation.
- Personal data received via social media will only be used for legitimate RMSA communication purposes.
- No personal data will be shared with third parties without consent.
- Messages or data will not be retained longer than necessary.

12. Acceptance of Policy

By using or interacting with RMSA social media platforms, users accept the terms of this policy.

13. Availability of Policy

This policy is:

- Available on the RMSA page of the school website: www.sjwms.org.uk/RMSA
- Circulated annually to RMSA members
- Referenced on RMSA social media pages

14. Review and Approval

This policy will be reviewed annually or sooner if required.

Date approved: 13th February 2026

Approved by: RMSA Committee / Trustees

Next review date: January 2027