



Leigh Academy
Ebbsfleet

Leigh Academy Ebbsfleet Social Media Policy 2025-2026

Version number:	1.0
Policy status:	Active
Date of issue:	September 2025
Date to be revised: (annually)	September 2026

Revision Log (last 5 changes)

Date	Version no.	Brief detail of change

Leigh Academy Ebbsfleet is committed to maintaining the highest standards of conduct by all members of its community. While the use of social media is a common and valuable form of communication, students are reminded that they are expected to conduct themselves online in a manner consistent with the academy's values and Behaviour Policy.

This policy applies to all student activity on social media platforms conducted outside normal academy hours and premises where such activity has, or could have, an impact on the welfare of others, the reputation of the academy, or the safeguarding of staff and students.

Standards of Conduct

Students must communicate on social media in a respectful, courteous and considerate manner at all times.

The posting or sharing of inappropriate, offensive, discriminatory, falsifying or threatening material is expressly prohibited.

Language or behaviour which could be regarded as bullying, harassment or intimidation of others will not be tolerated.

Use of the Academy's Name and Identity

Students are strictly prohibited from creating false, misleading, or unauthorised accounts, profiles, or groups which refer to, or appear to represent, the academy.

Students must not impersonate any member of the academy community, including staff or fellow students, in any online capacity.

Any material which could bring the academy into disrepute must not be posted, shared, or endorsed.

Participation and Endorsement

Students should be aware that endorsing inappropriate material — for example, through “liking,” commenting on, or sharing posts — will be treated as active participation.

Responsibility extends beyond content creation to engagement with online behaviour that conflicts with academy expectations.

Disciplinary Action

Breaches of this policy will be addressed under the academy Behaviour Policy and may result in formal sanctions as deemed appropriate by the Principal.

Sanctions may include, but are not limited to: withdrawal of privileges, parental contact, or further disciplinary proceedings deemed appropriate by the academy.

In cases of severe misconduct, matters may be referred to external agencies such as Kent Police or safeguarding authorities.

Safeguarding and Duty of Care

The academy places the highest priority on safeguarding the wellbeing of students and staff.

Any student who becomes aware of online behaviour that contravenes this policy is strongly encouraged to report their concerns to a member of staff without delay.

The academy reserves the right to take appropriate steps to protect the safety and welfare of its community.

Expectations of Students

All students are expected to:

- Conduct themselves online in a manner consistent with the academy's values of respect, integrity, kindness to others and responsibility.
 - Exercise good judgment, remembering that online actions and communications may have lasting consequences.
 - Recognise that they serve as ambassadors of the academy, whether engaging with social media publicly or privately.
-

The academy expects all students to uphold these standards as part of their wider responsibility to the academy community. Compliance with this policy will ensure that social media is used positively, respectfully, and in a way that reflects the academy's commitment to fostering a safe and supportive environment for all. **Please [click here](#) to accept and sign our Student/Parent Agreement.**