



AHS Social Media Statement Updated August 2026

1. What Social Media is in use at AHS?

- 1.1.** AHS maintains official channels on Instagram, Facebook and LinkedIn. Parents/carers may also set up independent channels to help them stay on top of what's happening in their child's class. For example, class/year Facebook groups, email groups, or chats (through apps such as WhatsApp) or via Classlist which is managed by the Parents Association (AHSA). They are asked to be respectful of the school when using such accounts. Staff must not join or communicate within informal parent-led social media or messaging groups
- 1.2.** Official channels such as our Complaints Procedure should be used to raise any concerns about the school, rather than these being aired on social media. Parents should also not make derogatory remarks about school employees, students or other parents on social media (see Section 5 below).

2. Why does AHS use social media?

- To share and showcase positive news from AHS
- To share important announcements
- To share important educational news
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3. Section 3 (Departmental & Club Social Media Accounts)

3.1 Subject departments and school clubs can set up official social media accounts on approved platforms, but these must be registered in advance with the Senior Leadership Team (SLT).

3.2 Such accounts will be followed by the School's main accounts and must adhere to all guidelines in this statement.

3.3 Communication Channels: Departmental and club social media accounts must remain public-facing or official broadcast channels. Staff and student-led clubs are strictly prohibited from creating or joining closed, private messaging groups (such as private WhatsApp chats) with pupils. All official student-staff communications must remain centralised through school email or Edulink

4. Etiquette

Any Tweets from the official school account will be grammatically correct. Some tweets may contain hashtags and other appropriate Twitter accounts may be tagged using @.

5. What is inappropriate content and referencing and how will it be dealt with?

- 5.1. AHS welcomes referencing, interaction or mentions.
- 5.2. AHS deems any of the following as inappropriate:
- Offensive language or remarks aimed at the school, its staff, students, parents, governors or others affiliated with the school;
 - Unsuitable images or content or AI generated/ manipulated media (such as deepfakes or unauthorised student / staff edits) posted into or tagged its feed;
 - Inappropriate handles, user profile names, or copyright-infringing media
 - Unsuitable images or content finding its way from another's account into the AHS school feed;
 - Comments that aim to undermine the school, its staff, students, parents, governors or others affiliated with the school.
 - Comments which may pose a safeguarding risk (e.g., by inciting risky behaviour) or which students may find distressing.
- 5.3 If an inappropriate comment has been made on an AHS post, that post will be deleted. If a parent or student has posted an inappropriate comment, they will be asked to remove it. If it is not removed, any inappropriate content will be reported to the platform and its users will be blocked. If the comment is made by a person other than a member of staff, parent or student, it will be reported to the platform and the user blocked without replying to the comment or asking the user to delete it. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

6. Who can follow AHS accounts?

- 6.1. Anyone can follow the school's social media accounts, but followers who post inappropriate content will be blocked (see Section 5 above).
- 6.2. Parents will be encouraged to follow the official school accounts to receive the information the school is posting.
- 6.3. If staff have individual, personal accounts, they can follow the school accounts, but are advised that students may then be able to identify their personal accounts. They are encouraged to name their accounts carefully so that they are not easily identifiable.
- 6.4. Staff must not permit current pupils to follow or connect with their personal social media accounts, nor may staff follow, friend, or message current pupils on any personal platform.
- **LinkedIn Professional Exemption:** As a professional networking platform, staff may maintain a public or professional LinkedIn profile. Staff may connect on LinkedIn with former pupils (alumni) once they have left the school. However, staff **must not** accept connection requests or engage in private messaging on LinkedIn with current AHS pupils.
 - **Unsolicited Contact:** If a current pupil attempts to follow, friend, or message a staff member on any personal or professional social platform (including LinkedIn), the staff member must decline/block

the request and report the interaction to a member of the Senior Leadership Team (SLT) at their earliest convenience.

7. Safeguarding

- 7.1.** In order to safeguard AHS students, no full names of students will be used alongside images of students. Students who have refused photographic consent will not be included.
- 7.2.** Students are taught how to use social media responsibly throughout their time at AHS through L4L lessons in every year group and through mediums such as tutor time and assembly.
- 7.3.** Students are clearly told to report any concerns on social media to a member of staff.