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What guidance does CEC provide to Schools and education leaders on their use of social media channels?

In particular, what policy has been considered or developed around the use of X as an appropriate channel for parental engagement and child image sharing given the platforms increasingly political leanings and questions around online data ethics?

Councillors recently considered the implications of the leaving the social media platform X at Policy and Sustainability Committee on 19 August 2025. You can find the report (page 190) in the committee papers:

<https://democracy.edinburgh.gov.uk/documents/g7663/Public%20reports%20pack%2019th-Aug-2025%2010.00%20Policy%20and%20Sustainability%20Committee.pdf?T=10>

Councillors approved the recommendations in the report, with some amendments. Officers are now working to reflect this decision in the Council's social media guidance for schools and other services.

In line with the report, officers will recommend that if schools have an established presence and wish to remain on X, that they use it for essential updates only while prioritising other channels for day-to-day communications.