

November 2019

Dear Parents/ carers,

As some of you will be aware we have two very successful and well used social media sites, one on Facebook and one on Twitter. If you haven't accessed these sites please do so. They are a lovely way for us as a school to share some of the events, success and updates that happen. Quite often you will see charity activities, sporting results, individual successes and new initiatives and we do love to hear from parents and students through these channels.

As our social media engagement is growing, we felt now would be a good time to recap on how we use social media and our expectations of students and parental engagement. This letter outlines:

- How we use social media
- The restrictions of social media
- Our expectations of you as part of our community in your usage of social media

Whilst Facebook is an excellent method of communication, it is additional to our ParentMail contact. Therefore, whilst everything is communicated via ParentMail, this is not always the case for our social media sites. Checking emails rather than social media is the best way to be updated on school events.

Similarly, any issues, concerns or questions you have regarding the school should be addressed via the school office or email. Whilst we check FaceBook and Twitter regularly, you will not receive the same swift response as you would if you come directly through the school office or email. By doing so, we can also make sure your queries are directed quickly to the most appropriate person.

We would also ask from our parents and students that concerns are not aired on our Facebook feed **or any other social media feed**. Whilst we do not wish to restrict freedom of speech, parental feedback tells us that we are approachable as staff, are quick to respond and deal with concerns quickly and effectively. Social media is not the place to air negativity about our school and quite often such comments are easily rectified by a quick explanation, even though they can be hurtful for staff to read. We do have a clear and transparent complaint procedure and are happy to discuss any issues with parents/ carers, as we see you as a fundamental part of our school.

We also ask for understanding in publishing photos of students during trips and activities, such as REC week and residential. As you will be aware, we have to ask for photographic consent and not all parents/ carers are able to give this. Therefore, we do have to be careful in the photos we take. Equally, trips are hard work for our staff and their priority is keeping your child safe and offering them an excellent experience. If at any point they have time or equipment to take photos, upload and send them to us to be shared on social media, please be assured that they do, as we know that it is lovely to see photos of your children when they are on trips or residential. However, this is not always possible.

We do hope this adds some clarification to our position on social media and we look forward to you engaging with our sites and sharing some of the lovely things we do here at Redmoor.

Kind regards

L Hickman

Lisa Hickman
Vice Principal