

## Ashbourne Primary School

Headteacher: Miss Paula Whysall

Chair of Governors: Ashley Tabony



15<sup>th</sup> January 2020

Dear parents,

I would like to take this opportunity to remind you about appropriate use of social media, especially Facebook, with regards to school. Social media can be an excellent way of communicating with the wider school community; however, we along with many other schools have a concern about this.

There have been a few incidents where parents/carers and other individuals have made comments regarding the school, its staff and sometimes other parents and their children which are seen to be offensive, misguided and unwarranted.

Although it may seem the quickest and easiest way, please **DO NOT** use social networking for:

- Expressing frustrations or concerns about the school and those associated with it. Instead, please contact the Headteacher or an appropriate member of staff who will discuss your concerns with you.
- Posting comments that may cause emotional or reputational harm which would not be justified, particularly if the school has not yet had a chance to investigate any complaint.

The School considers the following examples to be **inappropriate** uses of social networking sites. (This list is intended to provide examples only):

- Naming children or posting any comments about children who attend Ashbourne Primary School.
- Making allegations about staff or anyone else connected with the school.
- Making any posts that could be deemed to be cyber-bullying.
- Making complaints about the school or staff at the school.

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- Making defamatory statements about the school or staff at the school.
- Posting negative or offensive comments about staff or any other individual connected to the school.
- Posting racist comments.
- Posting comments which threaten violence.

If the school considers that social networking has been used inappropriately, the following procedures will apply:

- As a first step, parents will be contacted by the school to try to resolve the matter.
- Any relevant material will be asked to be removed from the site.
- If appropriate, the police may be contacted and legal advice taken.

Again, if you have any complaint about the school, or a member of staff, you are encouraged to use the existing formal complaints process (a copy can be found in the 'policies' section of our website). If you have a concern, please speak to class teachers, Senior Members of staff or to Headteacher directly.

Thank you to the overwhelming majority of people who support their children, our school and our community and do not post inappropriately on social media. It is much appreciated.

Kind regards,

Paula Whysall

Headteacher