

Communications and social media guide



The school have put together this guide to ensure you know where to seek information, and how best to use email, Facebook and WhatsApp if you are a class rep, or a parent on social media, in relation to the school.

WHY DO WE NEED COMMUNICATION GUIDANCE?

It's great to have so many communication tools to hand; it makes life much easier, as well as helping us cut down on paper. Unfortunately, sometimes message threads get out of hand, and people can become at best misinformed, and at worst deeply upset by discussions in email, WhatsApp or Facebook groups.

To avoid distress to pupils, parents and staff, we ask that you take a moment to read this guidance and then take a moment to consider what you post **before** you post.

WHO WILL SEND ME INFORMATION, AND HOW? **The School**

School trips, events, clubs, school management issues, news, homework, school meals, PE.

Hard copy, parentmail, SMS, school website

The PTA

Fundraising events, calls for volunteers, newsletters, calls for donations, ticket sales. Each year the PTA request Class Reps & Friends of the PTA in order to communicate important event details and calls for help/volunteers.

Hard copy, parentmail, newsletter, Facebook, PTA website

Your class reps

Class socials, sharing PTA messages, reminders.

Emails, WhatsApp, face-to-face

Remember, PTA committee and class reps are parents just like you, so if you have queries about anything other than PTA matters, the best place to go for clarification is direct to the school.

OUR APPROACH

We are a supportive and caring Christian community

- We teach our pupils to avoid gossip, speculation and using unkind words
- We promote a culture of openness, saying sorry, clarity, and seeking forgiveness
- Mistakes happen, but we acknowledge them, say sorry, try to change, and move on.

We ask parents to promote this culture.

If the school gets something wrong, come and talk to us. It doesn't help resolve issues if you only air your concerns on an online forum.

PTA / CLASS REP MESSAGES

The PTA has access to all email addresses submitted during the purchase of tickets or merchandise via the PTA website. This data is automatically purged no later than 90 days after the event or purchase and is only used to communicate directly with event attendees via the PTA website eg to provide event details or changes if necessary.

USE OF WHATSAPP

Class WhatsApp groups are primarily for sharing information about PTA events and class parent socials.

If you would like to post about something other than a PTA event, ask yourself if it might be better suited to a small group of parents in a separate friends' group.

Your class WhatsApp group is not an appropriate place to share comments, messages and views from other groups or organisations—please use non-school forums.

Comment threads can soon get out of hand. Before posting a comment, it may be helpful to consider how your post could come across, and about how you would feel if you were on the receiving end.

WHAT TO DO IF YOU FEEL A POST IS INAPPROPRIATE

- If someone makes an inappropriate comment please contact your class rep or senior staff member
- The school does not tolerate inappropriate emails, posts or messages.

USE OF IMAGES OF PUPILS, STAFF AND OTHER PARENTS

We understand that parents will want to capture memorable moments in photographs. The school operates an Use of Images policy (see school website > parents > online safety >online safety policies) to protect those staff and parents who do not wish to have photos of themselves or their children posted online.

If you take photos at a school event, please do so with thought and care.

- Photos/videos of pupils should never be uploaded to social media (including WhatsApp) without permission from the parents of all pupils featured
- Ask staff for their permission before uploading photos of them on social media
- To safeguard children, we should never post a child's name beside their photo
- In line with the NSPCC guidance, we do not allow photographs of children in swimming costumes or similar events
- A child has the right to ask for any photograph in which they feature not to be posted
- The PTA site is the responsibility of the PTA, and is used to promote PTA events. The PTA will apply the same principles of seeking permission before posting articles, comments or photos of pupils, staff or parents.

If you would like a photo removed, please contact the PTA or school, and we will action it immediately.

More information about online safety can be found at the following places:

- www.thinkuknow.co.uk/parents
- www.saferinternet.org.uk
- www.childnet.com
- www.nspcc.org.uk/linesafety

WE USE THESE REMINDERS WITH THE CHILDREN, TO ENCOURAGE THEM TO THINK BEFORE THEY SHARE

- Am I posting in anger?
- Who might be able to read this?
- Could someone misinterpret what I am saying?
- Am I showing a bad side of myself?
- Should I wait and post this tomorrow?
- Am I revealing too much about myself?
- Could someone be upset by my comment?
- Is there a better way to respond to this situation?

Before you post on:



THINK

T = Is it true?

H = Is it helpful?

I = Is it inspiring?

N = Is it necessary?

K = Is it kind?

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