

The Alderton Infant and Junior Schools

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Tuesday 16 October 2018

Dear Parents and Carers,

We met with the administrators of the PA Facebook accounts last week for a useful and productive meeting. We are aware and acknowledge that an increasing number of families and individuals are using social networking sites. The two with the widest use are Facebook and Twitter.

The availability and use of social networking applications bring opportunities to understand, engage and communicate with wider audiences in new ways. However, it was agreed just how important it is to ensure that we balance this with upholding the reputation of the two schools in the local community and providing accurate information.

Currently the schools have NO involvement with Facebook, but we know there have been occasions where misleading and inaccurate information has been published. Freedom of expression should always show due consideration for the rights of others. Further, new and prospective families find it hard to understand that neither school is involved with Facebook accounts that use our name!

Moving forward, we have agreed that:

- The two schools and the current administrators will collaborate on a **NEW** Facebook account to be launched after Christmas. Terms of Use will be developed which allow for privacy, security and transparency.
- The use of social networking applications has implications for our duty to safeguard children and for GDPR. The schools will ask families for consent to use images specifically for Twitter and Facebook.
- The PA administrators will ensure that the current Facebook accounts are used as a noticeboard for school events on the build up to Christmas and they have given assurances that no negative, defamatory or fictitious comments are posted.
- The schools will develop a clear and robust social media policy.

Finally, we remind any families or individuals who have a concern about something involving the school to contact us directly. We aim to work in partnership and we want to **TALK** with you directly, not hear grumbles through the grapevine!

Yours sincerely,

S.A. Dalby
Infant Headteacher

K Johnson
Acting Junior Headteacher