



Barrowby Church of England Primary School

Social Media Survey

At Barrowby Church of England Primary School we believe that:

As a Church school family, we strive for excellence, ensuring that we all feel happy, valued and loved. We aim to provide an exciting, innovative, and relevant curriculum that enables all to 'shine' and develop as creative, respectful and independent citizens. We seek to promote equal opportunities for all so that each individual is encouraged to achieve their full potential and become lifelong learners who can make a positive contribution to society.

We asked all parents and carers, to provide feedback on current communication forms, and social media usage.

In total, we had 146 responses to the survey.

Do you read our weekly Newsletter?

Yes	99.3%	145
No	0.7%	1

Thank you for your comments.

It is really pleasing to note that from those parents that responded 99.3% of those-145 parents read our weekly Newsletter. A great deal of work goes into producing the Newsletter and helps to keep all members of our school family informed about life at our school.

Do you read letters sent home via ParentmailPMX?

Yes	100%	146
No	0%	0

Do you access Letters from the school website?

Yes	37.7%	55
No	62.3%	91

Thank you for your comments.

E-communication is a vital way to keep all stakeholders informed of school developments. Usual practice is to send letters electronically to parents via ParentmailPMX and then 'back up' the letter onto the website for parents to reference if needed.

Do you read about school events on the School News section of the school website?

Yes	39.0%	57
No	61.0%	89

Do you use the Calendar function on the school website?

Yes	58.9%	86
NO	41.1%	60

Thank you for your comments.

It is interesting to note that our current communications, via our school website, are not necessarily reaching the targeted audience i.e. all our parents.



Do you think it is a good idea to introduce social media as a means to communicate with parents?

Yes	78.8%	115
No	21.2%	31

If the school were to introduce Social Media to communicate with parents would you use it?

Yes	80.8%	118
No	19.2%	28

Thank you for your comments.

It is pleasing to note that 78.8% of those that responded feel that introducing social media as a means of communication think this would be a good idea and that a greater number would be inclined to access the News or information available.

We asked you to rank your preferred social media platform. Of the 98 responses, the preferred platforms are:

Facebook	80.6%	79
Instagram	19.4%	19

Thank you for your comments.

It is interesting to note that the majority of parents that responded favour Facebook as the preferred social media tool.

Next Steps for our school:

As a school we are interested in developing a social media presence.

We feel this may be a more effective way of sharing information and celebrating the successes of our school.

Therefore, we will:

- Look to introduce a Barrowby CE Primary School Facebook Page so we can celebrate all that we do with a wider audience;*
- Review and update our Social Media Policy and Home/School Agreement to reflect these changes;*
- Establish a Social Media Protocol and share with parents;*
- Begin using Facebook to promote all aspects of our school.*

This may take some time. It is important that we recognise the benefits of using Social Media in a positive way and feel this may enhance the experience of being a part of the Barrowby School family.

Thank you for your comments and taking the time to answer this survey.

Yours sincerely



Mr L Batey
Headteacher

