



Barrowby Church of England Primary School

Dear Parents/Carers

In this ever changing and fast paced world in which we live, we understand that social media and in particular Facebook can be powerful tools of communication. We conducted a survey in November 2021 to find out which platform our parents use. The survey indicated that Facebook was the most popular platform, therefore we are going to introduce this in order to further communicate effectively with parents and the wider community. We are hoping to introduce Facebook after Christmas– January 2023 when we launch our new website.

As stated in our Social Media policy, it is our aim to ensure that the use of social media at the school and amongst parents is undertaken responsibly and that the confidentiality of pupils and staff and the reputation of the school is safeguarded.

I would like to clarify that, initially, the account will predominantly be used as a 'notice board' to communicate information about school events but in the future we may wish to include photographs etc. I would be grateful to you if you could read the attached policy and then please send us your consent for the use of photographic images. This consent will have been given initially at the point of your child's entry into the school but in view of introducing the use of social media, I would be grateful to you if you would send updated consents regarding the use of children's photographs and social media.

Benefits of Social Media:

Improvement of communication links with Parents/Guardians.

- Promote the successes of the school and our students to a wider audience.
- Allow greater engagement with school events e.g. Arts, Sport, visits and promote shared values.
- Promote literacy and extended learning through the posting of links to relevant material.
- Allow for earlier notification of changes to extra-curricular timetable when it is affected by inclement weather, for example.
- Information regarding special achievements and events.
- Information regarding the school day, such as what the children have been learning or what happened when visitors come to the school.

Once Facebook is up and running, please be reassured that there will be appropriate checks in place to ensure the content is appropriate.

In using Facebook, we intend to abide by:

- Photographs of pupils will only be used if permission has been granted by Parent/Guardian and a child's name will never be used (see enclosed Social Media Consent Form).
- Links to interesting articles will be shared in order to enhance learning opportunities, when appropriate.
- No direct messages will be sent via social media and no messages will be replied to.
- Political views, comments and opinions will not be shared.
- A member of Senior Team and/or Admin will be responsible for managing the social media accounts and removing inappropriate posts.
- In the interests of safeguarding, all accounts will be overseen by the School's Senior Leadership Team and the Designated Safeguarding Lead.

Please find attached the Social Media Consent Form. I would be grateful if you could complete the form and return it to the School Office as soon as possible.

Yours sincerely

Mr L Batey-Head teacher





Barrowby Church of England Primary School

Social Media Agreement -To be signed and returned to the school office by January 2023:

We are sending you this parental consent form to both inform you and to request permission for your child's photo/image to be published in the newsletter, bulletin, Facebook page, website, or other social media outlets and publications.

As you are aware, there are potential dangers associated with the posting of personally identifiable information on a web site since global access to the Internet does not allow us to control who may access such information. These dangers have always existed and we will do our best to ensure that privacy settings are at the highest setting; however, we want to celebrate your child and his/her work and maintain good lines of communication with you.

Pursuant to law, we will not release any personally identifiable information without prior written consent from you as parent or guardian. Personally identifiable information includes student names, photo or image, residential addresses, email addresses, and phone numbers.

If you, as the parent or guardian, wish to rescind this agreement, you may do so at any time in writing by sending a letter to the School Office and such rescission will take effect upon receipt.

All parents, as part of the Induction process have signed the Social Media Agreement that includes:

If I take photographs/videos at a school event which include children other than my own, I will NOT upload them onto social networking sites without consent from the person with Parental Responsibility for the child/ren in the picture/video.

I will NOT post comments about the school, staff, pupils or school events on social networking sites, which may cause offence to members of our school community or indirectly place our pupils at risk.

As a responsible parent I support school policies on digital technology and the internet. I monitor my child's use of the Internet and Social Media outside of school. I will also act as a positive role model and will use social media responsibly in respect of all matters relating to the school.

The two statements below have been modified to include the use of photographs on Social Media e.g. Facebook. Please indicate whether you are happy for your child's photographs to be used in this way:

- I/We GRANT permission for a photo/image that includes this student without any other personal identifiers to be published on the school website, newsletter, bulletin, Facebook page, or other social media outlets and publications.
- I/We DO NOT GRANT permission for a photos/images that include this student to be published on the school's website, newsletter, bulletin, Facebook page, or other social media outlets and publications.

PRINT the name of your Child: _____

PRINT the name of Parent/Guardian: _____

Signature of Parent/Guardian: _____

