



21<sup>st</sup> September 2021

Dear parents & carers,

I am delighted that as a school we are now launching our new school Facebook page. Over the coming weeks and months, you will be able to celebrate with us as we share with you the wonderful things that happen within school.

Facebook is a great way to communicate school news, photos, videos and upcoming events and we hope by using social media we will further improve communications between the school and the wider community. We also view this as a way of further engaging you in your children's daily learning and achievements.

In order for us to enter the world of social media responsibly, we are making some changes to the permission we request with regard to images and videos of your child. Images and videos will be used on Facebook in the same way we currently use them for the school website or in the local press (when appropriate).

Attached to this letter is schools Parent/Carer Acceptable Use Agreement, this document outlines the way in which we use, store and discard imagery of children in school. Please read this document and grant the relevant permissions appropriate to you and your child by ENTER DATE. Whilst we respect your right to decline permission for the use of your child's image, we would like you to consider your decision carefully – should you wish to discuss this further please feel free to contact school.

We would appreciate it if you could bear with us in the early stages of our social media adventure while we establish the most effective ways of posting and would like you to take note of the following key points:

In order to keep our Facebook page safe and enjoyable for everyone, we will be following these principles:

- Posts on the school's Facebook page are to be created by the school staff only, no parent should create a post and if they do so it will be deleted.
- Parents and members of the public are able to add comments to posts if they wish. We would ask that any comments are only of a positive nature, if school feels that they need deleting then the comment will be deleted, without consultation.
- Facebook is not an appropriate place to discuss any concerns you may have and we request that you do this through alternative methods of communication, we have a

full open-door policy and parents are always able to ring or email in and make appointments at any time.

- Posts will be made on an 'as and when' basis – there is no expectation on the minimum number of posts made, but we promise to not bombard you with too many either!
- Ultimately, school reserves the right to delete any comment as they see fit and any person commenting inappropriately could receive up to and including the ultimate sanction of being blocked completely by school.

Photographs or videos of pupils are only published to the school's Facebook page where the school has formal consent from the parents /carers. Please be aware that, if you have not given permission for your child to be shown on social media, or to be recorded or photographed, we will not be able to share their images or work; let us know if you would like to change your permissions in light of this.

- Parents are reminded that they must not publish photographs or video of school events to social media, since parents do not have the signed consent from other parents to do so.

As a school, we reserve the right to remove comments and block users, we ask that any comments are:

- Respectful and appropriate - you cannot see a smile or understand nuances of speech on social media. Please keep the tone of discussion positive and respectful and avoid any swearing or inappropriate language of any kind.
- Carefully judged - personal attacks (posts deemed libellous, profane, defamatory, disparaging, hateful, harassing, threatening, or obscene) will not be tolerated and will be removed and users may be blocked in light of this.
- Lawful – avoid anything fraudulent, deceptive or misleading.
- Suitable for sharing - always respect the privacy of the school community members – full names of pupils should not be used by people commenting, as they will not by staff posting.

Regardless of your privacy settings, assume that all of the information you have shared on the Facebook page is public information. Be conscious that anything you post in the comments (e.g. a picture of your child with work) is linked to our location and can be seen by anyone. We hope you will join us in being excited about this new forum, please follow the link below or scan the QR code to access the school Facebook page:

<https://www.facebook.com/St-John-Vianney-Catholic-Primary-School-103164821734595>



We are looking forward to being able to share more photos and posts with yourselves and the wider community and promote the wonderful activities that we do at our school. We hope that you embrace this new venture with the same excitement as us. **Please return the completed permission form by Friday 15<sup>th</sup> October 2021.**

Yours sincerely,

*A D Thorpe*

Mrs A D Thorpe  
Headteacher

