



Eastway Primary School
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Headteacher: Mrs Emily Morris

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2nd July 2021

Dear Parents & Carers,

Safe and Responsible Social Media Use

We have noted in recent weeks an increased number of incidents where parents and carers have used social media and/or Facebook and/or chat groups to:

- Complain about individual members of staff;
- Complain about the school;
- Make accusatory comments about the professional conduct of the leadership of our school;
- Question the decisions made by school.

At Eastway Primary School, we want our pupils to grow into respectful young people, who understand how to settle differences in a respectful and constructive manner, both online and offline.

Our e-Safety, Internet Acceptable Use Agreements and Home School Agreement, signed by all, set clear expectations for pupils and families about online conduct.

We expect our families to abide by these guidelines so that you can help us model safe, responsible and appropriate social media use for our pupils.

This includes voicing opinions about the school in a way that respects the hard work, dedication and professionalism of our staff. Naming individual members of staff is completely unacceptable and damaging to their professional integrity.

Complaints and Concerns

There may be times where, as a parent/carer, you don't agree with something the school is doing, or where you may have specific concerns. We would always want to know about this and would want the opportunity to work with you to address any concerns you may have. This must however, be done in the right way.

The most appropriate way to raise concerns is directly with the school, in line with our Complaints Policy. Airing complaints or negative opinions on social media does not help the school to address the issue in the most constructive way and damages the reputation of our school.

You can call the school and speak to a member of staff, or book an appointment to speak with your child's class teacher, Deputy Headteacher or Headteacher.

We appreciate your help in ensuring a supportive, respectful environment for all of our pupils, families and staff.

Yours sincerely,

Mrs Morris
Headteacher