



**The Federation of
Bishop Sutton and Stanton Drew
Primary Schools**



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Dear Parents and Carers,

Safe and responsible social media use and communication with teachers

We know that parents share our view that the partnership between family and school is an essential foundation for our children's happiness and success in education. Good communications, warm and respectful relationships and the commitment to address problems when they arise build up this partnership. However, there are occasionally situations when the use of social media can undermine these good relationships. When criticisms or complaints circulate on social media it tends to make it far more difficult to get to a good resolution and can be incredibly stressful and upsetting for staff.

In line with other schools within the LSP, we have developed a '**Social Media Expectations and Guidance**' document (below) for parents and carers which includes standards for good communication when using social media. We are sure you will agree it is fair and sets out what should be expected of all interactions with the school, keeping staff safe and setting a positive example for pupils.

It is very important that we hear from you directly with regard to what is going well and any areas you feel could be improved. Please continue to share your feedback with class teachers by email and at parents' evenings and let Senior Leaders know of any areas where they can assist you. We also have a Complaints Policy to address serious issues more formally. The key thing is that we have a direct communication with you and that you give us the opportunity to resolve matters at the earliest opportunity.

We would ask that as a school community we come together to eliminate speculation, gossip and ill-founded allegations on social media. We must all hold close the values of kindness and respect that we strive to model for, and instil in, the children in our care.

Yours sincerely,

Dieter Cook
Headteacher

Dan Spinney
Chair of the Local Governing Board



Social media:

Expectations and guidance for parents and carers

Online channels are an important way for parents and carers to communicate with, or about, our school.

[Bishop Sutton and Stanton Drew Primary Schools](#) use the following channels:

- [Our school website](#)
- [Classdojo](#)
- [Email and text groups for parents \(for school announcements and information\)](#)
- [X/Twitter](#)

Parents and carers also set up independent channels to help them stay on top of what's happening in their child's class. For example, CV Parents Facebook groups, email groups, or chat groups (through apps such as WhatsApp).

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, we ask parents and carers to:

- Be respectful towards members of staff, and the school, at all times;
- Be respectful of other parents, carers and children;
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure (available on the school website).

We also ask that parents and carers **do not**:

- Use private groups, such as a class WhatsApp group, or other personal social media to complain about or criticise the school or members of staff. This is not constructive and the school cannot improve or address issues if they are not raised in an appropriate way.
- Use private groups, the class WhatsApp group, or personal social media to complain about, or try to resolve, a behaviour issue involving other pupils. Please contact the school and speak to the appropriate member of staff if you would like to address a specific behaviour issue or incident.
- Upload or share photos or videos on social media of any child other than your own, unless you have the permission of the other children's parents and carers.