

Communications and social media guide



There's always something happening in and around the Fairfield First School community. The school, its Governors and the PTFA have worked together on this guide to ensure you know where to seek information, and how best to use email, Facebook and WhatsApp if you are a class rep, or a parent commenting on social media.

WHY DO WE NEED COMMUNICATION GUIDANCE?

It's great to have so many communication tools to hand; it makes life much easier, as well as helping us cut down on paper. Unfortunately, sometimes message threads get out of hand, and people can become at best misinformed, and at worst deeply upset by discussions via email, WhatsApp or Facebook groups.

To avoid distress to pupils, parents, staff and Governors, we ask that you take a moment to read this guidance and then take a moment to consider what you post **before** you post.

WHO WILL SEND ME INFORMATION AND HOW?

The school

School trips, events, clubs, school management issues, news, homework, school meals, PE.

Hard copy, email, SMS, Twitter, school website and app.

The PTFA

Fundraising events, calls for volunteers, organisation, newsletters, calls for donations, ticket sales, reminders. *Hard copy, email, PTFA Facebook page and WhatsApp*

Remember, our PTFA committee and class reps are parents just like you, so if you have queries about anything other than PTFA matters, the best place to go for clarification is direct to a member of staff at school.

OUR APPROACH

- We are a supportive and caring school community
- We teach our children to avoid gossip, speculation and using unkind words
- We promote a culture of openness, saying sorry, charity, and seeking forgiveness
- Mistakes happen, but we acknowledge them, say sorry, try to change, and move on.

We ask parents to promote this culture.

If the school gets something wrong, come and talk to us. It doesn't help resolve issues if you only air your concerns on an online forum.

PTFA/CLASS REP MESSAGES

PTFA news and newsletters are approved by the senior leadership team before distribution. The PTFA holds email addresses only for committee members and class reps. Class reps usually create a WhatsApp group to share PTFA information with their class. These groups are an efficient way to stay up to date.

Class WhatsApp groups are created by the PTFA. Only those parents giving permission shall be added to any group. All information held within a PTFA group will be subject to the Data Protection Act 2018. This information should be solely PTFA related.

COMMENTING ON PTFA FACEBOOK OR WHATSAPP

Class WhatsApp groups are primarily for sharing information about PTFA events, collections for teacher gifts etc.

Always ask yourself if your comment might be better suited to a smaller group of parents in a separate friends' group?

Your class WhatsApp group is not an appropriate place to share comments, messages and views from other groups or organisations – use non-school forums.

Comment threads can soon get out of hand. Think about how your post could come across, and about how you would feel if you were on the receiving end.

WHAT TO DO IF YOU FEEL A POST IS INAPPROPRIATE

- Please be assured that we will not tolerate inappropriate emails, posts or messages
- If someone makes an inappropriate comment please contact your class rep, or a member of school staff
- PTFA moderators will refer inappropriate posts to school staff and can bar someone from a group
- You can always choose to leave a WhatsApp group – and no-one should make a judgement about that
- You can request that any photo or comment in which you are mentioned is removed

IMAGES OF PUPILS, STAFF AND OTHER PARENTS

We understand that parents will want to capture memorable moments in photographs. The school operates a 'policy to support the safe and appropriate use of images' to protect those staff and parents who do not wish to have photos of themselves or their children posted online.

If you take photos at a school event, please do so with thought and care. Please avoid taking photos in assemblies or plays;

- Photos/videos of pupils should never be uploaded to social media without permission from the parents of **all** pupils featured
- Ask staff for their permission before uploading photos of them on social media
- To safeguard children, we never post a child's full name beside their photo

- In line with the NSPCC guidance, we do not allow photographs of children in a state of undress, e.g. changing for PE
- A child has the right to ask for any photograph in which they feature not to be posted
- Never video musical items without permission
- If you choose to upload photos on social media sites you should think about ensuring your page has adequate security settings, and restrict photos to those of your own children
- The PTFA Facebook page is the responsibility of the PTFA, and is used to promote PTFA events. The PTFA will apply the same principles of seeking permission before posting articles, comments or photos of pupils, staff or parents.

If you would like a photo removed, please contact the PTFA or school, and we will action it immediately.

WE USE THESE REMINDERS WITH THE CHILDREN, TO ENCOURAGE THEM TO THINK BEFORE THEY SHARE

- Am I posting in anger?
- Who might be able to read this?
- Could someone misinterpret what I am saying?
- Am I showing a bad side of myself?
- Should I wait and post this tomorrow?
- Am I revealing too much about myself?
- Could someone be upset by my comment?
- Is there a better way to respond to this situation?

Before you...



THINK!

T = Is it True?
H = Is it Helpful?
I = Is it Inspiring?
N = Is it Necessary?
K = Is it Kind?