

29 February 2016

Dear Parents/Carers,

The use of social media is a very sensitive area for all schools. The benefits of having access to wider channels of communication have to be balanced against the requirements of an individuals' right to privacy and the school's reputation within the wider community.

There is a danger with social media sites, regardless of their positive intentions, that they can be used for purposes which were not originally intended and this can sometimes lead to situations which make dealing with concerns or issues faced by individuals much more complex than needed.

We are aware that Facebook groups have been established which have been designed for parents of the school to communicate with each other about the school day and events within school. Whilst we understand the reasons behind the pages, we must stress that these pages have not been set up, or endorsed by the school.

Archibald aims to hold constructive communication with parents and is continually looking at fresh ways to serve the best interests of all those in the school community whilst protecting our pupils, staff and families from any negative effects or risks associated with social media.

We ask that parents approach the school directly with any concerns and refrain from airing concerns about the school and its staff on social media sites. If the school is unaware of issues then it cannot investigate and resolve those issues. In addition, the reputation or the school may be damaged and the integrity of its staff unnecessarily called into question. Posting negative comments on social media can cause damage and upset and are often counterproductive to pupil education.

The school website and newsletters will provide key information about events and changes to the school timetable and if any parents have queries, they are very welcome to contact the school office for further information. We appreciate your continued support in this matter.

Yours sincerely

Mrs. R. Turner  
Deputy Head Teacher  
IT Leader