

Telephone: 0191 528 3058
E Mail: admin@broadwayjuniorschool.com
Website: www.broadwayjuniorschool.com
Twitter: @broadwayjuniors



Headteacher: Mr. D Walton-Jonas

Monday 25th March 2024

Dear Families,

Safe, and responsible, Social Media Use – Important Information

We have noted recently an increased number of incidents where parents/carers have used social media, or private Facebook or chat groups, to:

- Complain about individual members of staff, including unacceptable defamatory/slandorous or abusive comments
- Complain about the school
- Make inappropriate comments about members of staff, other parents or pupils
- Draw attention to behaviour incidents

Our school promotes the three values – **Work Hard, Be Kind and Shine Bright**. We have three simple rules for all pupils to follow – **Be Ready, Be Respectful and Be Safe**. In addition to this, we expect all parents/carers to follow the school's Parent Code of Conduct (attached for your reference).

At Broadway Junior School, we want our pupils to grow into respectful young people, who understand how to settle differences in a mature, respectful and constructive manner, both online and offline. We expect parents 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, and speaking to or about other parents and children in a way that is respectful and appropriate.

Complaints and Concerns

There may be times where, as a parent, you don't agree with something the school is doing, or where you may have specific concerns. We welcome your feedback, and the opportunity to address any concerns you may have.

The most appropriate way to raise concerns is directly with the school, in line with our complaints procedure. Airing complaints or negative opinions on social media doesn't help the school to address the issue in the most constructive way.

You can call the school and speak to a member of staff, or book an appointment to speak with me, or another member of staff, face-to-face at a mutually convenient time.

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Posting about other parents and pupils

We know that social media is an important way for many in our community to share their day-to-day lives and special events with others. However, we ask that parents think carefully before posting things on social media that contain the names or images of other parents and children.

The school has a responsibility to keep pupils safe online, and posting information about children other than your own (including pictures or videos), without the consent of their parents, can present a safeguarding concern.

Behaviour Incidents

We also ask that, if you become aware of a behaviour incident, or have any concerns about the behaviour of groups of pupils or specific pupils, you please raise these with the school directly.

I applaud many members of our school community who have raised concerns and recognised that there is a minority of comments being made which will not be tolerated or accepted.

Posting about incidents or behaviour concerns on social media limits the school's ability to conduct a full and fair investigation. We appreciate your help in providing a supportive, respectful environment for all of our pupils, parents and staff.

Where applicable, our school may be forced to take legal action against those who breach laws that protect us all from inappropriate, and inaccurate, social media comments which are in breach of the law, defamatory or slanderous.

Yours sincerely,



Mr. D. Walton-Jonas
Headteacher



Mr. S. Metcalfe
Chair of Governors