

8th November 2023

Dear Parents/Carers

I hope you all enjoyed the half-term, despite the weather!

One of the things that the school has been thinking about for some time is creating a school Facebook page. This was mentioned in some of the feedback from the parent questionnaires we sent out last year and it is important for schools to have a social media presence.

Facebook is the largest social media platform in the world and has over [50 million active users](#) in the UK. The most significant advantage to having an official page is that we can control the school's digital presence. This means that there is a huge potential for us, and other schools, on Facebook to reach prospective parents. The main purpose of our Facebook page will be to market and communicate with parents and the community. It's our opportunity as a communicator to get the message we want out in front of the most interested audience around.

I understand that some of you may feel like this is another thing for you to check, however, I want to reiterate above that the main point of a Facebook page is a way to market ourselves and reach a wider audience and the community. We will continue to send the weekly newsletters with the school events on as normal.

There will be no photographs of children put onto Facebook at the moment until a separate permission form has been sent to you for this. There are also rules about expected use of the page and you may also find that commenting is turned off for most posts. We have a few admins of the page so it is monitored by more than just one person and the rules state clearly that anyone not using the page correctly will be blocked from it. It is also not a way to contact the school.

Please be aware that it has just finished being built so is quite sparse at the moment but it will be built up. Please feel free to share it with family and friends!

Here is the link to the page - <https://www.facebook.com/profile.php?id=61553051575236&mibextid=LQQJ4d>

We would also ask that you fill in a short form to let us know if you give us permission for your child's photograph to appear on our facebook page. Please fill in this form by Monday 13th November by using the following link.

<https://forms.gle/KRFRh4bVvgsLMKac7>

Kind regards

Miss Richardson
Deputy Executive Headteacher



Nurture. Respect. Responsible.
Community. Compassion. Courage.

