



# Thomas A' Becket Infant School

## Communications and Social Media Guide

It is great to have so many different communication tools to hand; it makes life much easier, as well as helping us cut down on paper. Unfortunately, sometimes message threads can get out of hand, and people can become at best, misinformed, and at worst, deeply upset by discussions in email, WhatsApp, or Facebook groups. The school and the PTA (FABS) have worked together on this Guide to ensure parents and carers know where to seek information and to provide guidance on how best to use email, Facebook, and WhatsApp.

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

### Our approach

- We are a supportive and caring community.
- We teach our pupils to avoid gossip, speculation and using unkind words.
- We promote a culture of openness, saying sorry 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 you have any concerns, please come to talk to us. It does not help resolve issues if you only air your concerns on an online forum.**

### Commenting on school or PTA WhatsApp groups or social media pages

Class WhatsApp groups are primarily for sharing information about school events, such as Forest School, FABS events and class parent socials.

If you would like to post about something other than this, ask yourself if it 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.

### Who will send me information, and how?

<b>The school</b>	School trips, events, clubs, school management issues, news, school meals, PE, and Outdoor Learning information	Email, SMS, school website, hard copy, Facebook.
<b>FABS</b>	Fundraising events, calls for volunteers, newsletters, calls for donations, ticket sales, reminders.	Email via school, FABS Facebook & Instagram pages, FABS newsletters.

### FABS messages

FABS newsletters are approved by the Leadership Team before distribution. The school and FABS work together closely on all PTA messaging.

FABS hold email addresses for volunteers and FABS members. Any contact details collected for a specific reason i.e., for volunteers for an event or as part of a purchase will be held only for a limited time, in line with their data protection & GDPR policy.

## Think before you 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?

## 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 a member of the Leadership Team. A member of the Leadership Team will make a decision about the course of action, based on the severity in nature and/or a breach of our Code of Conduct.
- 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 an 'acceptable use of digital images' policy 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.

Photos/videos of pupils should never be uploaded to social media without permission from the parents of all pupils featured.

You must ask staff for their permission before uploading photos of them on social media.

To safeguard children, we never post a child's name beside their photo.

In line with the NSPCC guidance, we do not allow photographs of children in swimming or similar events

A child has the right to ask for any photograph in which they feature not to be posted.

Never video/film 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.

FABS Facebook page is the responsibility of FABS and is used to promote FABS events. FABS will apply the same principles of seeking permission before posting articles, comments or photos of pupils, staff, or parents.

**Please come and let us know if you have any concerns about any of the above Thank you for your on-going support.**