



Facebook Page – Swindon Village Primary School

Dear Parent/ Carer

At Swindon Village Primary School we are committed to improving communication with our school community and we are aware that many of you are using social media on a regular basis. We have decided to start up a school Facebook page as an additional way to get important information out to you and also to harness the power of social media in spreading a positive message. We are very much looking forward to sharing photographs and videos of some of the incredible work and events that go on around the school, and also some of the more mundane but necessary information that you might need to know. Although currently not yet available to view, a Facebook page has been set up which we are hoping to have 'live' September. Link <https://m.facebook.com/Swindon-Village-Primary-School-2365704203704475/>

So how will it work?

Through our school page, we will be able to share photographs, videos and messages/reminders. If you do not have a Facebook account you will still be able to see the things we post via our school website. As a Facebook user, if you 'like' our page our posts should appear in your news feed.

The school page will be for information only. When the page is live **please do not use the Facebook page to ask questions, or form a discussion about a particular topic. These questions should go the normal school channels.**

In addition to our Facebook page, we will be continuing to run our school website and twitter account in the same manner as before. Although our current website is up to date and informative, you need to actively visit the site to see our news, whereas with Facebook our news items will reach you whilst you are socialising online.

Online - safety

Use of images is carefully considered and of course, photographs of your child will not be published if you have already asked for your child's image not to be used on our school website...etc. In line with our online-safety policy, names will not be used with an image. We will be using photographs and videos to celebrate our children's achievements much in the same way as are currently publically available on our school website. Although we ask for parents not to share photographs or videos taken within the school on social media sites, school staff will check all our images before they are uploaded to ensure only children whose parents have given permission for their image to be used are shown.

Our school is committed to promoting the safe and responsible use of the Internet and as such we feel it is our responsibility to remind you the permitted minimum age to use/set up a Facebook account is 13yrs old, according to the sites terms and conditions. Therefore we would like to stress that we are not condoning creation of Facebook accounts for any of our pupils.

We hope that you are as excited as we are about this important step forward in developing our communications. We would like to be able to deliver a service which informs people about important events, weather warnings, office reminders and most importantly celebrates the wonderful things that are happening around our school.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Mr. Mills'.

Mr. Mills – Head Teacher