

HEADTEACHER:
Mr Craig Ward



St. Margaret's-at-Cliffe
Dover, Kent, CT15 6SS
Telephone: (01304) 852639
e-mail: secretary@st-margarets-dover.kent.sch.uk
www.stmargaretsprimary.co.uk
St. Margaret's-at-Cliffe Primary School on Facebook
[@stmargaretscp](https://twitter.com/stmargaretscp) on Twitter

'For Learning That Lasts A Lifetime'

11th October 2024

Dear Parent/Carers

At our school, we strongly believe in the power of communication and the positive impact it can have on our school community. The team is in the final stages of preparation for our new online communications platform, ClassDojo, which I firmly believe will be a great asset to our learning community. As this platform behaves much like a social media platform (although designed specifically for schools and securely accessible by school parents and staff only in a closed community), and in light of a few incidents reported to me in the past week or so, I am minded to share the following 'best practice' for all of our school community's use of social media that models good habits for using online resources for our children.

Social media platforms can be a valuable tool in this regard, allowing us to share updates, celebrate achievements, and foster a sense of community. However, it is crucial that we use these platforms responsibly and with consideration for all members of our school community. To this end, I would like to share the following guidelines for the use of social media:

1. **Respect and Privacy:** When sharing content on social media, please be mindful of the privacy and wellbeing of our pupils, staff, and other members of the school community. Obtain appropriate consent before posting images or videos of children, and avoid sharing any sensitive or personal information.
2. **Positive and Constructive Dialogue:** We encourage the use of social media to engage in positive and constructive dialogue about our school. If you have any concerns or feedback, we kindly request that you bring them directly to my attention.
3. **Safeguarding:** The safety and wellbeing of our pupils is our top priority. We ask that you refrain from making any posts that could be considered inappropriate or harmful, and report any concerning content to me, Mrs. Lavender or Mrs. Byatt (our Designated Safeguarding Leads) immediately.
4. **School Policies:** Please familiarise yourself with the school's policies and procedures from our website, particularly those related to the use of social media and digital communications. These policies are in place to ensure the smooth and safe operation of our school.



While exploring resources to support an incident this week regarding WhatsApp, I watched a video from the NSPCC that as a parent, opened my eyes to dangers online that I had never considered. I strongly recommend spending some time watching this for the benefit of your children.

<https://www.nspcc.org.uk/keeping-children-safe/online-safety/free-online-safety-group-workshops/>

We value the support and involvement of our parent community, and I believe that by working together, we can create a positive and enriching environment for all our pupils. If you have any questions or concerns, please do not hesitate to contact me.

Thank you for your cooperation and continued support.

Yours sincerely



Mr C Ward
Headteacher

