

17<sup>th</sup> January 2022

Dear Parents and Carers

**Re: Brooke Primary Academy Facebook Page & Terms of Use**

To further improve our communication and engagement we have taken the decision to set up a new Facebook page for Brooke Primary Academy. The page will be used to communicate positive school news, including upcoming events and good news stories.

You will be able to access our page by following **@brookeprimaryacademy**

Our main methods of communication are:

- The new Facebook page – whole school news, dates and select learning updates
- Class DOJO – class learning news. Class teachers can communicate directly with parents of children in their class.
- Weekly newsletter
- School Website
- Letters (also uploaded to the website)
- Texts

There is a facility to comment on posts and we encourage positive comments. We do not want the page to become an avenue for negative comments, questions or complaints. Therefore, I must take this opportunity to state that parents/carers commenting negatively will be removed from the site.

If you have any questions or complaints, we ask that you speak with a member of school staff, in the first instance. We have a member of staff on duty at the start and end of each day, who will be happy to help.

Other Facebook pages, stating that they are linked to Brooke Primary School or Academy, are not related to our school. Parents or carers who have set these up are kindly asked to close these accounts.

As we launch this page, I would like to take this opportunity to set out the terms of use of our Facebook page:

- Only children who have photo consent will be included in photographs
- We will operate a zero-tolerance approach to any comment that is derogatory or inflammatory, that names individuals connected with the academy (e.g. staff, governors, pupils and parents) or brings the good reputation of the academy into question. I am sure that you are aware such postings are considered in law to be accessible to the general public and you are therefore subject to the laws of defamation, malicious communication and improper use of the communications network. Any offensive or false allegations against the education

establishment or its employees will be notified to the Police. Please also note that this applies to comments on individual social media accounts.

- Any complaints or concerns should be raised with the school by letter, telephone or in person, in line with the Complaints Policy.
- Negative comments will be deleted and the user removed from our Facebook page.

We hope you find the Facebook page useful. If you have any feedback, please don't hesitate to get in touch.

Kind regards

Mrs Emma Levers  
Head of School