

# Shobnall Primary School



Tuesday 1<sup>st</sup> November

Dear parents/carers,

You will no doubt remember that I recently consulted all parents with regards to the current communication and the methods with which the school uses. It is with this in mind that I am now writing to you to act upon the requests and suggestions of a significant number of parents regarding the use of social media.

I am aware that a number of parents expressed concerns regarding the use of Twitter and I would like to assure those parents that this decision to proceed with this form of communication has not been taken lightly and I would like to use this letter to explain more about the decision and to allay any concerns or fears that some of you may have with regards to using Twitter.

We have conducted considerable research into the use of Twitter and have spoken to a number of schools already successfully using this media. We have decided against using Facebook (which some of you requested) for a number of reasons but after consulting other schools, we found that it is frequently used as a negative forum and is not always used as a platform to celebrate the children and the work with which they are involved in.

Whilst some may not be familiar with Twitter, I would like to explain that it is a form of social media which limits the user to only 140 characters per 'tweet'. A photograph may be used alongside the text to celebrate work, sporting success, trips, latest news, visitors to school and special events, the list goes on. However, with Twitter, as a school, we also have the opportunity to manage our settings and accounts to ensure that it is used solely by the school. Parents can elect to 'follow' the school, a little like 'Friend requesting' on Facebook and then you will be able to see all 'tweets' from the school.

A further reason why we have chosen to initiate our own Twitter account is because after listening to some of the comments you made on our questionnaire, we realised that many are not using our current website, for various reasons. Therefore, we will shortly be designing and launching our new website which will have a direct link to all Twitter feeds which will then enable all visitors to this website to see up to date, current news. Keeping our current website up to date is challenging and by using Twitter, we will ensure that you are all able to see our latest news through the Twitter feed, regardless whether you have an account with Twitter or not.

Most of us tend to use our smart phones or tablets to access on line material these days and many of you tend not to use our website anymore. Many often prefer to use an app for an instant picture or snap shot of what is happening rather than trawling through a website. Therefore, with Twitter, those who either use this form of social media or who go on to download



the app as a result of Shobnall School now having an account, you will be able to obtain an instant picture of what is happening at school.

A further benefit to using Twitter will be that it will be accessible to all. As you know, the text messaging service only enables the school to send texts to one member per family. This way we will be able to communicate with all parents, grandparents and the wider family so that all family members can share and celebrate ours and more importantly the children's achievements through accessing Twitter.

However, I am aware of parental concerns with regards to the use of photographs when using social media. The school will not always 'tweet' with a photograph although on many occasions we would like to. With this in mind, I am now requesting that **ALL OF OUR PARENTS** now complete the parental permission slip below, stating whether you are happy or would prefer to decline the opportunity of your child(ren) appearing on the school Twitter account as well as on our website. I am sorry if some of you have just completed a similar form referring to a similar request but this is a very different request in many ways. Please can I ask for you to return these slips no later than Friday 11<sup>th</sup> 2016.

Should you have any questions regarding the new school Twitter account then do please contact me as soon as possible. ***The school Twitter account can be found by searching: @shobnallprimary***

Yours sincerely



Mr R. Cruise  
Headteacher

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**School Twitter photograph permission form.**

Child(rens) name(s): \_\_\_\_\_

Class (es) : \_\_\_\_\_

I give permission / do not give permission (*please delete as appropriate*) for my child's photograph to appear on the school Twitter account **AND** school website.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_