

Social Media Working Party

Parents and School

Thursday 2 May 2019

Present: School staff: Kate Redman (Executive Head); Helen Shankland (IT Manager);

Parents: Mr Caygill; Ms Kay; Dr Foster; Mrs Lee and Ms Geoghegan

Topics for discussion:

School's use of social media:

How do we use Facebook for school activities?

Facts:

- Anyone subscribing or following Waverley Abbey would be pushed notifications about school activities. *This could mean that those who are not connected to the school and who have ulterior motives know what is going on in school can follow our activities and movement of pupils.*
- There are a number of families and parents who do have a Facebook Account. *This means that if we use this platform to communicate operational matters with parents we are isolating a group of parents unnecessarily.*

Actions agreed:

- That Facebook – will only be used to market and inform and not used for communication of school organisational information.
- School to issue clear guidelines for how the school will communicate with parents for travel back from trips; snow days etc. Text messages will be the preferred option.
- School to refresh staff understanding of what/who can be photographed for Facebook

Facts:

- Each year group has a Facebook page - parents who attended noted that this was a really useful communication hub.
- *Can the school offer guidelines for these groups?* Owner of the group to check that the person requesting access to the group is a parent/guardian of a child in that year group. Any individual issues to be raised directly with the school.
- *Is it possible to get feedback from these groups regarding regular concerns or queries that are raised?*
- Parents who attended the meeting noted that many conversations are about homework and spellings; these could be added onto the VLE (The Street) enabling parents easy access to information. School to follow up.

Actions agreed:

- School to follow up homework and spellings being placed on the VLE
- School to review social media policy and guidelines for parent groups – please consider these things. Guidelines that this is not an official WA group.

Additional discussion items

- Use of YouTube in school - school has issued guidelines on clipping to ensure that adverts can't pop up plus turning off auto play.

Feedback from the Momo hoax:

- School responded to Local Authority but didn't get trusted sources such as BBC/NSPCC to check before we sent out to parents. School will work hard to ensure that this won't be repeated.