



Social Media

Please find below Guidance from Gateshead Local Authority regarding Social Media and the School

Social Media is defined as any kind of tool that is used for sharing information, including blogs, photo sharing, video sharing, face book, twitter, mobile phone applications, texting, digital TV services, and other such internet based programmes that give others access to your views and opinions.

As parents of pupils at this school if you are thinking of sharing views on the school, its staff or its operational activities we expect you to make your comments in a respectful way. Please do not make personal, aggressive or hateful comments about staff or pupils and their parents. If your comments are found offensive by the reader, we will ask you to remove your comments. We want to avoid being in this situation as it stops you from sharing your views.

We would request that you set the tone for online conversations about the school, its employees and the pupils by being polite and the use of familiar language should not include swear words or abusive slang. Should you feel the need to criticise an individual at the school we would expect you to contact the person directly to meet and discuss the reason for criticism in the first instance in order to resolve any issues. Should you feel the need to take the matter further then you can arrange to speak to the Executive head teacher or Chair of Governors or follow the school's complaints procedure.

However, should you feel the need to express yourself on a social media site we ask that any criticism is made in as constructive a manner as possible as different things are acceptable to different people. If you think there is a possibility that someone may be offended by your comments, please re-write your comments in a more sensitive way.

If any comments are deemed to be defamatory i.e. which are untrue, inaccurate and may damage the reputation of the person, the individual may be advised to take legal proceedings against the author of those comments which may result not only in the comments being taken off the social media sites but also a financial cost to the author to reimburse the individual for any injury to feelings.

Any comments which include racist, sexist, homophobic remarks, harassment or intimidation and threats of violence will be reported to the police for their investigation. Authors of such comments may find that criminal proceedings are then commenced against them.

We would like to remind you that you are legally responsible for what you do or say online and what you say openly can be accessed around the world in minutes and can be republished elsewhere. You must be willing to take personal responsibility for anything that you say online.

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A school should be a safe place where relationships between staff, parents and visitors demonstrates a mutual respect and recognition of shared responsibility for pupils' welfare and educational progress.

We want to work with our parents to ensure that the school is a safe place for all and if you do feel strongly enough about an incident at the school involving a member of staff then we encourage you to resolve it. But the best way to resolve issues is by meeting the individual member of staff at the school or the Executive head teacher for an open and constructive discussion to ensure the best resolution for all concerned.

Thank you in anticipation of your support of this guidance