



Joy Lane Primary School

A Love of Learning, for Life, for All

Monday 5th March 2018

Oyster Bay Nursery & Oysters SRP (ASD)

Executive Headteacher: Ms DJ Hines

Head of School: Mr M Ashley-Jones



Dear Parents & Carers

As a result of the continued success of Class Dojo and the positive feedback received from everyone, we will soon be launching a school Facebook Page and Twitter Account to offer updates about up-and-coming events, information and details for parents / carers, sharing good practice and much more. This page will be for parents / carers and **not** for pupils.

Facebook is a great way to communicate school news, photos, videos and upcoming events and it will complement Class Dojo and Class Story. This is a key means of not only promoting the many wonderful things that we do at the school but also a way of engaging you in the school's daily activities more effectively. We hope that by using social media we will further improve communication between the school and the community, and we look forward to sharing more photos with you to show what the children are learning at school and on trips.

Twitter is also another way that we can communicate news to you instantaneously, usually in text format – we will use this aspect for announcements.

Our aim is to update the page regularly as we want to share news instantly, communicate informally and quickly and be more accessible. Please still follow our normal school procedures: call the school office, talk with the staff directly, read our weekly newsletters and check out the website. It is not going to be used as a way to receive direct messages about individual children or a means of passing on information to staff at Joy Lane.

I would like to remind you that the page will also not be used as a means to air concerns, views or negative comments. If you have any worries or concerns about anything related to your child or anything to do with the daily operations of the school, then please can I remind you that this should be done in the normal way and not via social media.

Photo/Image permission

Many of the pictures / videos that we will add to our page will be group activities, such as class pictures, group work, activities within the classroom and other instances of children enjoying their day in school.

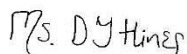
In order to do this, we request your permission to use your child's image on Facebook in the same way that we do on the school's website, Class Dojo blogs or in the local press. Lots of other schools share events and activities regularly through social media and it is important that we embrace this development.

As this is a new development for the school, we once again ask if you do not wish for your child's image to be placed on this site, please complete the attached form and return to the school office by Monday 19th March. If no contact is received by this date, consent for your child's image to appear on our new Facebook page will be assumed and added to our system. Whilst we respect your right to decline permission, I would ask that you please consider your decision carefully so that we avoid a situation whereby it becomes too time consuming and complicated for the teachers to remember who can and can't appear in photos - losing the 'moment' for spontaneous photographs before they've had time to check the list!

Please also note that only core staff will be posting pictures on the school blog and they have been trained regarding what is appropriate content. This is a positive initiative for all concerned, however as Joy Lane Primary School is the administrator of this site we reserve the right to remove any inflammatory or derogatory comments that could be seen to be bringing the school into disrepute.

Please complete the attached form and return it to the school office by Monday 19th March if you DO NOT give permission for your child to have their photo / video published on the school Facebook page.

Yours sincerely



Ms D J Hines
Executive Headteacher

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Facebook – Permission Declined for Photos / Videos

Please complete in BLOCK CAPITALS

Name of Child: _____

Class: _____

Date and Signature: _____

Office use:

Date received:

LTP/SocialMedia/March2018