

Social Media

Wednesday 24th March 2021

Dear Parent/Carer,

It is with deep regret that I write to you about the use of social media. Having given the matter considerable thought, I have concluded that this course of action is necessary.

It is inevitable, given the nature of schools and what we do, that there will be occasions when parents/carers are concerned, worried or, in some cases, angry about things that have happened. When such circumstances occur, we need to understand the situation fully so that we can investigate and resolve matters speedily and appropriately. I ask that you do so by sending a message via Class Dojo. When this informal approach fails to achieve a mutually agreed outcome, Ribbon Academy has a robust complaints procedure which we expect parents/carers to follow.

My concern is that a small minority of parents/carers are not giving Ribbon the opportunity to respond in the manner described above; the first resort for some parents/carers appears to be to use social media channels to express and share matters causing discontent. We are aware that comments can sometimes be offensive and may not reflect what might be said in an actual discussion. Furthermore, sometimes offensive comments are made about other parents, children or staff and this is highly inappropriate.

Therefore, I request that you think very carefully before sharing concerns on social media. I am aware that some may accuse the school of wishing to stifle freedom of speech and expression. Such a response fails to grasp the basic point; posting offensive comments about Ribbon generally or members of staff, children or parents/carers is not acceptable and does not solve anything. Like all other schools we have policies and procedures to resolve concerns and complaints in the most effective and fair way possible and these must be followed.

As adults, working in partnership to achieve the best possible outcomes for children, we have a joint responsibility to be strong and respectful role models. Please note, the school may seek to have offensive and derogatory material taken down from social media platforms and will seek legal advice where appropriate.

Thanking you in advance of your support with this matter.

Mrs A Sheridan (*Head Teacher*)

Mrs L Hall (*Chair of Trustees*)