



THE  
HESSLE  
FEDERATION

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Dear Parent

### Inappropriate use of Social Media

It is with regret, that as a result of the actions of a small minority of our parents, we find it necessary to write this letter.

In recent months the number of direct or indirect references made to schools or individuals within the organisation on social media sites including, FACEBOOK, Twitter and Instagram, has increased significantly. Though many of these references are positive they continue to breach a number of basic principles of privacy and safeguarding as outlined below:

**Pupil/Student names being posted** – on a number of letters related to achievement or attendance, photographs of letters have been posted on social media sites. These include the school name and address, often the child's name and address and their age. This is a significant safeguarding threat to that young person.

**Staff names and signatures** – this is a breach of privacy and could lead to issues related to identity theft for example. Many staff, including myself, make an active choice not to use social media because of the role we undertake in school. Unfortunately, by posting such images that personal choice is removed.

**Derogatory remarks** – are often offensive to the member of staff or other members of the school community and can cause hurt and upset. Often staff members are referenced for merely carrying out their duties in a diligent and professional manner as they are required to do by either myself or the Board of Directors.

Though I make reference each summer break in my letter to parents about the need for adults to role model appropriate use of social media, we are increasingly faced with challenges in this area.

We actively encourage parents to share their child's successes and be proud of them and their achievements however, using social media to do this is often inappropriate. In addition, should you wish to raise a concern with us please do so in person to enable us to work towards a solution together. The Board of Directors will continue to take these issues extremely seriously.

We are very grateful for your support in this area and hope that we can develop a positive culture of use of social media amongst our wider school community which will provide a strong role model for our children.

Yours sincerely

Mrs S L Young

Mr P Hogan  
Chair of the Board of Governors

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