

Meadowbrook Montessori School



Dear Parents,

This summer term, Meadowbrook School will be launching our new Facebook and Twitter pages. Facebook and Twitter are great ways to communicate school news, photos, videos and upcoming events. The Marketing Team within the School Board has identified this as a key means of not only promoting the many wonderful things that we do at the school, but also as a way of engaging you in your children's daily activities more effectively. We hope by using social media, we will further improve communications between the school and the community; and we would love to be able to share more photos with you to show what the children are getting up to at school and on trips.

In order to do this, we request your permission to use your child's image on Facebook, Twitter and potentially Instagram at a later stage in the same way that we do on the school's website or in the local press, in addition to utilising the School's existing YouTube channel. All other schools share events and activities regularly through social media and it is important that we embrace this development. Three distinct yet linked Facebook pages will exist alongside one main Twitter account. One Facebook page as well as the Twitter account will represent the main school (from pre-primary to year 6), the other **Meadowbrook Parent and Toddlers** and the third, **Friends of Meadowbrook Montessori** (FoMM, our parents' association).

If you **do not** wish for your child's image to be placed on any of the school-selected sites, please complete the slip below and return it to Nicole, in the office, by **Friday 26th May 2016**. If the slip is not received by this date, consent for your child's image to appear on the previously mentioned sites 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! I would very much appreciate you considering the administration of this and support us by embracing these new media channels.

In return, please note the following:

- Apart from myself, only class teachers / key workers (and in the case of FoMM – the Chairperson or representative) will be permitted to post/tweet pictures on the school pages. These individuals are subject to training and induction regarding what is appropriate content and no children's names will ever be used.
- We would remind all parents that social networking sites are not an appropriate place to discuss any concerns you may have and we request that parents continue to raise any questions with their child's class teacher in the first instance.
- Concerning the use of Social Media, we would take this opportunity to state clearly that parents (like staff) are **not permitted** to take videos or photos of Meadowbrook children at school or during school events and post them on personal social media pages/accounts.

Kind Regards,

Serena



MEAB Accredited
MONTESSORI



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01344 8908569

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I **DO NOT** give permission for my child's image to appear on Meadowbrook School's social media pages (these include Facebook, Twitter, Instagram, YouTube and the school's website).

Child's Name _____ Class _____

Signed _____ Date _____

Print name _____



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