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30th March 2021

Dear Parents and Carers,

Acceptable Use of the Internet Policy

It is disappointing to report that there have been a few incidents recently involving unacceptable comments from parents, particularly on social media. Incidents when the school, or named individuals working at the school, have been criticised either in a social media group chat or publically on social media.

At the end of this letter I have attached 'Woodland's Acceptable Use of the Internet Policy' which details how the internet should be used in relation to communication about the operation of the school and its staff, and what actions will be taken by the school, if the internet is used inappropriately.

I ask parents to consider the impact of their words on the staff that teach their children, and the impact on their child.

We are a staff that work incredibly hard for your children; we will go above and beyond to ensure we meet your child's needs. We are human and at times we will get things wrong and if this is the case we shall work hard to put things right.

I would like to assure parents that staff will address any concerns or issues raised by parents in accordance with the school's Complaints Policy, which is available on the school's website or from the school office. We urge parents to approach the school with any concerns and refrain from airing grievances about the school and its staff on social media sites. If the school is unaware of any issues then it cannot investigate and resolve them, and the reputation of the school may be damaged and the integrity of staff unnecessarily called into question.

Posting negative comments on social media can cause damage and upset and is often counter-productive to pupil education. If a child hears criticism of the teachers that they work with in school, then they may be left feeling torn. We work hard to ensure your child knows we like them, and care about them, so we can have a positive relationship conducive to learning. If a child becomes aware of a parent's negative feelings towards the school and its staff it can reduce levels of respect and ultimately affect your child's ability to make progress in their learning.

We are a school filled with very special young people and passionate, caring staff who work above and beyond for our children. Our core purpose is to teach these young

people the important value of respect. Respect for every individual, through actions, tone and words. At Woodlands, we treat every child, every staff member and every parent with respect. We aim to hold constructive communication with parents and are continually looking at fresh ways of school and parent engagement to serve the best interests of all those in the school community.

Despite, these recent incidents, cases of such behaviour remain rare. Our parents and carers are very much part of the Woodlands family and we value your partnership as we work together to meet the needs of your children.

Yours sincerely,

T G Newton

Headteacher



Acceptable Use of the Internet Policy

Woodlands communicating with parents and carers

Online channels are an important way for parents/carers to communicate with, or about, our school.

The school uses the following channels:

- Woodland's website
- Weekly newsletters
- Letters through a text link
- Marvellous me
- Google classroom
- Postbox email address: Is checked daily by the office team
- Year group email: For non-urgent communication. Is checked a couple of times per week by the year group team.

The staff at Woodlands will always communicate in a professional manner with parents and carers. Staff will respond to respectful communications within school hours, and in a time frame of 72 hours.

Parents and carers communicating with and about Woodlands

When communicating with the school via official communication channels, or using private/independent channels e.g social media to talk about the school, parents and carers will:

- Be respectful towards members of staff, and the school, at all times
- Be respectful of other parents/carers and children
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Parents and carers will behave reasonably and will not:

- Use the school's communication systems, personal social media or independent channels to complain about or criticise the school, or members of staff, or to try to resolve a behaviour issue involving other pupils. This is not constructive and the school can't improve or address issues if they aren't raised in an appropriate way.
- Use the school's communication systems, personal social media or independent channels to complain about, or try to resolve a behaviour issue involving other pupils. Parents and carers will contact the school and speak to the appropriate member of staff if they are aware of a specific behaviour issue or incident.
- Upload or share photos or videos on social media of any staff member or child other than their own, on social media, independent channels, or any other platform unless they have the permission of the other children's parents/carers.

If parents or carers do not follow the acceptable use policy, the school may take the following action:

- Contacting site operators
- Issue a warning letter
- Ban the person from the school site
- Placing restrictions on direct and/or indirect communication with members of staff
- Insist on email communication only
- Contact the police
- Take legal action against the person (Protection from Harassment Act 1997, Defamation Act 2013, The Malicious Communications Act 1988)