



Claire Hardisty

Headteacher

Fiona Banks

Deputy Headteacher



01752 302600

[admin@thornbury.plymouth.sch.uk](mailto:admin@thornbury.plymouth.sch.uk)

Miller Way, Estover, Plymouth, PL6 8UL

[www.thornburyprimaryschool.co.uk](http://www.thornburyprimaryschool.co.uk)

Part of the Connect Academy Trust

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### Ref: School Facebook Page

Dear Parents and Carers

Welcome back and a Happy New Year to you all. We have great pleasure in announcing that Thornbury Primary School have now launched its Facebook page. Because a large number of parents have not given permission for pictures of their child(ren) to be published, in general, we will not use full face photos, for example instead, this might be of children's hands doing an art activity, a group of children doing sports.

We're excited but also a little nervous. We're very excited about implementing one of the most powerful communication devices since the telephone and moving forward with the way we connect with our modern parents.

Placing our school communications in a space where our community goes to often makes a lot of sense. We're also very keen to open up communications and use Facebook's ability to allow for comments, and if you 'like' what we post, we'd love you to give us the Facebook thumbs up too.

We are though a bit nervous and we seek your support to make this a positive experience for all our community.

We will be implementing a number of controls typically used by other organisations; these controls mean the page will not be as open as say the way a teenager may use Facebook. Even with controls, it does rely on all those using the page to do so in a tone and spirit that helps us to build a strong and connected school community.

We do want to be good social media role models for our children.

For anyone wishing to use our Facebook page, the best way to receive the updates is to visit <https://www.facebook.com/Thornbury-Primary-School-518371561855438/> and press the thumbs up 'Like' button. This way when we post updates, you'll receive them in your page - easy. This action will also allow you to comment and 'like' our posts.

Please also read our Facebook Code of Conduct:

#### Code of Conduct

- Parents and other visitors to the site are only to make general comments of a positive nature, such as 'Well done, Year 4' or 'The children really enjoyed doing this' rather than commenting about their, or an individual child
- Photos will be of groups of children doing activities, rather than single photos/ faces.
- Children will not be named by the school or viewers of the page.

It is important you understand how we believe the facility can be used best. Our Facebook trial will run for around 2 to 3 months, we look forward to your contribution and feedback.

Regards,

Claire Hardisty

