



**South Benfleet
Primary School
(Academy Trust)**

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Headteacher Mr DJ Carver

26th November 2013,

Dear Parents,

In common with many other schools and organisations we are affected by the growth in social media and 'almost instant' 'digital communication. One of the key issues is that anything posted on sites such as Facebook or Twitter even if removed quickly, will often have been already seen, copied and shared by someone- often many people! Quick comments often have a big impact and can easily cause upset and also provoke others to make inappropriate, speculative responses, further fuelling what may have started as a very small issue. This potentially turns it into a cause for major upset between adults *and* children.

We are asking all parents not to negatively mention someone else's children or staff names or refer to them in ways that they could be identified- Please ask: How would you feel if your child's /children's names or your own name were bandied about with little or no opportunity to reply?

If there is a problem concerning children or situations in school it is important that we are notified directly and given the chance to investigate and try to solve the issue in a calm and balanced way.

I would like to remind all parents that we have an open door policy – please request appointments through the office or by writing a letter / note directly to the appropriate staff member.

Thank you in anticipation of your support and understanding
Yours sincerely

DJ Carver