



14 December 2017

Ref: MGR/AWD

Dear Family

### Use of Social Media at Thorns Collegiate Academy

Due to the rising popularity of social networking sites, Thorns Collegiate Academy are pleased to announce the launch of our Twitter and Facebook pages.

**Twitter:** @ThornsInfo

**Facebook:** @ThornsInfo

Our Twitter and Facebook pages are our way to connect and interact with our families, students and communities. We will be sharing information such as trips, achievements, events, reminders and much more. We may take photographs of students during events and activities and share them on our official social media accounts, with your permission (please see the reverse of this letter).

We would also like to take this opportunity to remind you about the appropriate use of social media, especially Facebook, with regards to our Academy. Social media can be an excellent way of communicating with the wider school community; however, we along with many other schools have a concern about this.

Although it may seem the quickest and easiest way, please **DO NOT** use social networking for:

- Expressing frustrations or concerns about the Academy and those associated with it. Instead, please contact the appropriate member of staff who will discuss your concerns with you.
- Posting comments that may cause emotional or reputational harm to anyone which would not be justified, particularly if the Academy has not yet had a chance to investigate any complaint.

The staff and Governors at the Collegiate Academy Trust have agreed that they will be setting a good example to the students in the Academy when using these social media sites. We would like to invite parents and carers to do the same.

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The responsibility for monitoring a child's use of social media, or indeed the internet in general, must lie with parents/carers. We strongly encourage you to discuss issues regarding this with your child/children. However, to support you and your child, the Academy will:

- Continue, through PSHE and assemblies, to educate students about the dangers of inappropriate use of the internet.
- Continue to monitor the use of any form of ICT in normal Academy hours and the use of the Academy e-mail system at all times, and will deal with anything deemed inappropriate.
- Refer anything that we believe could be defined as, or could potentially lead to, a Child Protection issue to the appropriate external agencies.
- Continue to support parents with advice on how to tackle inappropriate use either by their own child or others.

If you require further information, please visit our website where you will find our Social Media Policy or do not hesitate to contact the Academy.

Yours sincerely

**Mr M S Kelay**  
**Principal**

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**SHIRELAND**  
COLLEGIATE ACADEMY TRUST  
Registered Office:  
Waterloo Road  
Smethwick  
B66 4ND



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**Thorns Collegiate Academy**

## **PERMISSIONS**

### **Photo and Digital Media Permissions**

Your child's image will be taken for internal use such as registration, training, workbooks, and trips etc and also for external use to help promote the work and successes of Thorns Collegiate Academy and Shireland Collegiate Academy Trust. External usage will entail your child's image being used in publications, flyers and via social media, external websites and all other available media formats, which may involve the press and other external agencies. For further information please refer to our photography policy which is available on the Academy website.

If you **do not** wish for your child's image to be used as detailed above, then please write a letter by Monday, 22 January 2018 expressing this to:

Mrs A Westwood  
Thorns Collegiate Academy  
Stockwell Avenue  
Quarry Bank  
Brierley Hill  
West Midlands

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