Dear Parents and Carers

Once again, it has been brought to my attention by several parents that there is an increasing amount of negative content concerning Crofton, the children or staff circulating on social media platforms being used by parents, particularly through WhatsApp and on some Facebook groups.

This is not the first time that I have had to write to parents about this disturbing trend. I understand that parents set up class WhatsApp groups with good intentions, and whilst the school will not endorse these groups and would never use them for school communications, I can see that, used correctly, they could be a useful communication tool.

I have been made aware that some of the groups in both the Infants and Juniors are being used to air personal opinions about the school and members of the school community. Both staff and children are being identified by name, which is not acceptable as it breaches confidentiality and could potentially be slanderous. Some parents are then choosing to respond to posts, and the conversation invariably degenerates.

I would ask you all to bear in mind some simple rules:

- Please use WhatsApp groups only for their original purpose – as a useful tool to ask other parents if, for example, you cannot recall the date of the class assembly.
- Please do not use the groups to comment or speculate about other members of the school community.
- Please do not fuel a conversation by responding to inappropriate posts.
- If the school has information to share with parents, this will be through our usual channels. Whatever is said on a WhatsApp group will not have originated from any official channel in school.
- If you have a concern about school, then the way to address this is to speak to us. Members of the WhatsApp group will not be able to resolve anything for you, but may well inflame the situation.

We take e-safety very seriously at school, and regularly speak to the children about how they conduct themselves online. We do ask your cooperation in this by setting an example for your children.

The safety and happiness of the children is of paramount importance to us, and they know that the correct channel for raising a concern is to speak to their teacher or a member of senior leadership if there is a problem, and we will endeavour to resolve any situation as quickly as possible.

Yours sincerely

Susie Sargent
Head Teacher