
Project: *Social Media Use In Schools*

WHY ARE WE ON SOCIAL MEDIA?

Young people are extremely aware of colour, short pieces of information and using new technologies such as mobile phones, social media channels and anything digital. We always take the time to understand the communication channels that best suit the intended audience to ensure information is presented via the most relevant channels.

WHAT ARE WE TRYING TO ACCOMPLISH WITH A PRESENCE ON SOCIAL MEDIA?

- Corporate identity development to ensure organisational brands relate to our audience and engage with them effectively.
- Facilitate school projects to understand how our children would like their creative ideas to be implemented and what would benefit them.
- Engage with children and parents.
- Course programmes for the schools to promote their latest courses through websites, blogs, information leaflets and advertising.
- Social media consultancy and integration.

WHO ARE WE TALKING TO?

- Current parents
- Your pupils and their siblings/peers/other relatives.

New parents include:

- Parents for whom the school is the nearest one of its type.
- Parents in your school's faith community (if it has one) within a sensible travelling distance.
- Parents within a sensible travelling distance who would be interested in specific features of the school (e.g. academic standards, sporting facilities.)

WHAT IS THE MAIN POINT WE ARE TRYING TO GET ACROSS?

Our school objectives are to create a warm, positive and safe online environment for children, parents and staff. This establishes a sense of community and society.

WHAT ARE THE REASONS TO BELIEVE IN THIS?

Social Media is an imperative form of communication within schools between the organisation and parents.

ASSIGNMENT

Create, promote and educate children on secure online profiles where they can express themselves in a safe environment and prepare themselves for safe practice when they are ready to move on to more mature social networks.

THIS MIGHT HELP

<http://www.brandcreativemedia.co.uk/education.php>, <https://www.saferinternet.org.uk/>