



## Pocklington Community Junior School

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### Email Communication & Social Media Questionnaire Results

**Total number of replies was 71 out of a possible 182 = 39%**

#### Letter Communication

Would like to receive all letters by email only	51%
Would like to receive both a paper copy and an email	39%
Would just like a paper copy still	10%

#### Social Media Use

Think using social media is beneficial for the school	85%
Would not be interested in the school using social media	10%
Unanswered	5%

**15 children were listed as opted out for appearing in our social media = 21%**

Some of these were children we knew about and some I think may have signed not realising it was an opt-out only.

#### Comments:

- Great idea – a school moving with the times.
- Happy with pictures as long as full name not given.
- A great way to promote the school and share the learning going on.
- A good way to see what's going on in school.
- Privacy settings would need to be good.
- As long as Facebook was a closed group.
- A great way for parents to keep up with school events and celebrate the children's successes.
- Happy as long as it is parents only and no sharing of content.

## Next stage proposal

### Email:

- Agree with relevant school stakeholders that we can start using email communications.
- Check SIMS email addresses match those provided on the questionnaires.
- Add an option on all paper letters for parents to sign up for email copies at any time.
- Create the communication registers by class naming those children who need a paper copy.
- Add a letter to the Year 2 transition pack offering the same communication options.

### Social Media:

- Provide a brief to relevant parties regarding the security issues and options for various social media channels we propose to use.
- Gain approval for social media channel use from relevant parties following the brief.
- Create a working party to agree the policy of social media feed content e.g. only use the Year Group and subject, rather than names of children and that we will run closed groups with privacy settings of XYZ, etc.
- Teachers will need to sign a consent to be featured too.
- Agree who can upload onto our feed and which devices are used.
- Introduce the new consent for photography / opt out to cover all channels where we may use a child's photograph.
- Continue to encourage parents to 'follow us' via all forms of communication.