



Diocese of Norwich  
Education and  
Academies Trust

## Moorlands Church of England Primary Academy

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Dear Parents,

I am writing this letter in order to put on record steps that I'd ask you to take when dealing with the school or when discussing school matters on social media.

As you know, our Core Values are at the heart of what we do and we constantly reinforce this message with the children. As a school, we do not 'support the bullies' or hide from our responsibilities, we fulfil our duties seriously, with care and professionalism. Part of this duty is e-safety. In school, we include this in our curriculum, as well as referring to it in special assemblies and e-safety week. A major part of this work is around social media. You will also see from the news that this is a very real issue within society. Despite the overwhelmingly positive feedback and interaction from parents, we have had some instances of inappropriate posts on Facebook regarding the school and specific children in recent weeks and months. I'd like to point out that this can be potentially harmful for the school and those concerned and could also be defamatory and lead to serious consequences for those posting. When there are threads of conversation on social media or playground conversations that are one sided and based on incomplete or incorrect evidence, we cannot reply or become involved. However, things posted on social media can be seen and recorded and we do have some instances of this on file. Where this is the case, we always refer to the Diocese of Norwich and their legal department in order to ensure we respond appropriately. If there is evidence of malicious intent, action will follow. For example, if children are named in connection with allegations or if staff are referred to in a defamatory way, this will be referred to The Police.

I'd also like to draw to your attention the potential pitfalls and sensitivities when discussing situations and perceptions about the school or other children. As a school we cannot and will not become involved with discussions about children with other parents.

Likewise, if you need to speak to a teacher about your child or any other concern, please feel free to ask if you can step inside for a moment, or make an appointment if it is a longer conversation you need. We will always endeavour to see you promptly and in a suitable setting. This prevents the possibility of other parents or children overhearing confidential information.

I know that the vast majority of you support the school and the work that we are doing. As you know, we were visited by Ofsted for an Inspection at the end of last month. That report will be available in the public domain in the next few days and you will all be getting a copy of it before the end of the week. The report is overwhelmingly positive, and whilst it recognises that the school still has a long way to go (as do we), it also recognises how far we have come in the last year or so. With your support, we can continue to quickly make progress.

I thank you in advance for your co-operation.

Yours sincerely

Kevin Lee