

From mountain to sea

Aberdeenshire Parent Factsheet

Advice for Parents: Social Media and Communication

In all our schools and centres we will communicate with you and your child or young person openly, clearly and honestly by:

- Making time to listen calmly and respectfully
- Responding promptly, following up and reviewing regularly
- Providing all the information that you need in good time, in a form that you will understand
- Using positive and constructive language

If as parents/carers you have issues or concerns relating to school, then in the first instance please contact the school through the ***agreed communication channels (specify your own school arrangements)* to enable us to respond as efficiently and effectively as possible.

These guidelines acknowledge that Social Media, including sites such as Facebook and Twitter, can be a powerful and useful tool for sharing learning, celebrating success and communicating with parents. However, parents and carers are reminded of the risk and negative impact inappropriate comments can have on parent/school/community relationships.

We would therefore ask you to consider:

- Remember that everything you post is traceable
- Do not name any individuals on social media without their permission.
- Consider the long term consequences of what you post and try to avoid posting in the heat of the moment

There are procedures that as a school we can follow when dealing with negative comments on Social Media which can result in police involvement.

Working together to support your child to achieve their full potential requires mutual respect and trust and it is important to remind you that Aberdeenshire Council is committed to providing employees with a safe working environment. Violence, aggression, bullying and harassment can result in undue stress and employee safety being compromised. A zero tolerance approach is fundamental in helping to achieve this commitment.

Where to get more information

<https://www.thinkuknow.co.uk/>
<https://www.saferinternet.org.uk/>
<https://www.childnet.com/>

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