

# Kirkhill Parent Council Newsletter

Dear Parents & Carers:

A big **THANK YOU** to all of you - we're getting a great uptake of our Kirkhill Winterfest 2020 activities!

Registration for our Frosty Windows closes tonight so watch out for the Snowman Trail launch next week! We hope to see lots of happy feet getting fresh air and exercise checking out our festive snowmen!



A few weeks ago I shared some pressing issues with class reps and asked them to forward to their classes. This was in response to some comments made on various social media platforms about Kirkhill - our school, staff and parents - which we felt were inappropriate and unnecessary.

We understand that the restrictions on life and the interpretation of what is now considered "Normal" induced by the unprecedented effects of this pandemic have made it hard for many, but the last ten months have also highlighted and reinforced the need for everyone to continue to support each other and strive for unity, rather than criticise. We must all be mindful of the adverse effects these comments can have on all those who are continuing to support us through a very difficult set of circumstances. We pride ourselves on a robust and strong community of staff and parents working together and working well - let's not put that in jeopardy.

I've attached (see below) our social media policy for awareness and as a polite reminder.

And please don't think that this is about silencing feedback or criticism. If you have an idea, or a query, or an issue or concern, please contact the Parent Council or the school.

I'm also aware that we all use WhatsApp for our class groups, which is a form of social media, albeit a more closed and private one. Recently our governing body Connect introduced us to a platform which has been designed more specifically for schools and Parent Councils, which would allow us to separate PC business from regular class group WhatsApp chat. We are excited about this app and trialling it this month with a view to hopefully introducing in the near future.

Meanwhile let me encourage you to keep engaging with us for our WinterFest activities for some Festive Cheer! Keep safe and stay well!

Warm winter wishes

Sidra  
Kirkhill Parent Council Chair

[Click here for Parent Council website](#) | [kirkhillpcsec@gmail.com](mailto:kirkhillpcsec@gmail.com)



## KIRKHILL PARENT COUNCIL SOCIAL MEDIA POLICY

HEADING	EXPLANATION
<b>Aims of this Policy</b>	<p>Kirkhill Parent Council is aware of its responsibilities towards the school community when using social media. This policy sets guidelines for parents and carers on using social media sensibly, rationally and respectfully and the procedures for dealing with unacceptable behaviour. This policy will be shared with parents/carers and will be provided to committee members when they join the Parent Council.</p> <p>This policy relates specifically to Kirkhill Parent Council's social media activity and is unrelated to Kirkhill Primary School's own social media policy.</p> <p>Please note: Kirkhill Parent Council has no administrative responsibilities for the Kirkhill Primary School website or Twitter feed. Any queries relating to these should be directed to the school.</p>
<b>How we use social media</b>	<p>Kirkhill Parent Council uses the following social media platforms:</p> <ul style="list-style-type: none"><li>• <a href="#">WhatsApp Groups per class - not necessarily set up or administered by the Parent Council rep and not formally the remit of the Parent Council but class reps typically use to communicate info/share news or issue reminders, PC meeting notes with parents</a></li><li>• <a href="#">Facebook Page – to publicise our events and activities</a></li><li>• <a href="#">Facebook Group – to allow parents to manage and coordinate school uniform reuse/swaps while the Uniform Bank is suspended due to COVID-19 restrictions</a></li></ul> <p><b>Posts</b></p> <p>Examples of posts include: reminders of meetings and school activities, requests for help, notification of changes to school activities, thanks to helpers/volunteers, fundraising updates, charitable causes, community notices, etc.</p> <p>Individual issues or concerns should be directed to the school.</p> <p>Posts involving marketing or promoting business will be checked before approval.</p> <p><b>Names and Photographs</b></p> <p>Names or photographs should not be posted unless permission is granted in writing by that person or the child's parent/carer. Copyrighted images must not be used.</p>

<b>Unacceptable behaviour</b>	<p>Kirkhill Parent Council has a <b>zero tolerance</b> for comments, content and photographs which are deemed to be abusive, bullying or threatening. Any such content will be removed by the administrators and a warning issued to the offender. If there is repeated abuse of the social media platform, the offender will be removed and blocked from the group. The administrator's decision is final.</p> <p>If problems continue on an ongoing basis, Kirkhill Parent Council will review the use of social media as a communication tool, and if this is agreed, will stop using it.</p>
<b>Guidelines</b>	<p>Members of the Parent Council and those using the above social media platforms will use the following guidelines:</p> <ul style="list-style-type: none"> <li>• They will consider the long term consequences of what they post</li> <li>• They will use the <i>10 minute rule</i> by drafting the post; leaving for a while and then considering whether the post is sensible, rational and respectful</li> <li>• They will ensure that nothing is posted to bring the PC/PTA into disrepute</li> <li>• They will not post photos without written permission.</li> </ul>
<b>Review</b>	<p>This policy will be reviewed every school year to reflect the changing nature of social media and to ensure it remains up-to-date and is fit for purpose.</p>
<b>Declaration</b>	<p>I confirm I have read and understood Kirkhill Parent Council's Social Media Policy and will act in accordance to it.</p> <p>I am connected with this organisation in my capacity as a</p> <p style="padding-left: 40px;">Office Bearer Class Representative Co-Opted Member Member of staff</p> <p>Signature: Print name: Date:</p>