



Featherstone Academy

The Avenue
Featherstone
Staffordshire
WV10 7AS

Headteacher: Adam Gatrad

Tel: 01902 734167

Email information@featherstone.uwmat.co.uk
headteacher@featherstone.uwmat.co.uk

26th May 2021

Dear Parents/Carers,

We are very excited to launch our new Facebook and Twitter pages!

Facebook: Featherstone Academy Official

Twitter: @FEATHERSTONEAC4

Facebook and Twitter are great ways to communicate school news, photos, videos and upcoming events and we hope by using social media we will further improve communications between the school and our community. We also view this as a way of further engaging you in your children's daily learning more effectively.

In order for us to enter the world of social media responsibly, we request your permission to use your child's image on Facebook and Twitter in the same way we currently do on the school's website or in the local press.

If you do NOT wish for your children's image to be placed on Facebook or Twitter, please contact us by email information@featherstone.uwmat.co.uk to notify us of your wishes by Monday 7th June 2021. If no contact is received by this date, we will assume you consent to the use of your child's image for the purposes of school's social media. Please note that any parent or carer can opt out of image use at any time past this date by contacting the school by email. Whilst we respect your right to decline permission for the use of your child's image, we would like you to consider your decision carefully – should you wish to discuss this further, our school doors are always open. We would appreciate it if you could bear with us in the early stages of our social media adventure while we establish the most effective ways of posting and tweeting and would like you to take note of the following key points:

- Only core staff from the school's Communication Team will be posting / tweeting pictures (to begin with)
- Neither Facebook nor Twitter should be used as a means of communication between teachers and individual parents – please continue to contact teachers directly through the school office or approach them at the end of the day for specific questions and issues as they arise
- Social networking sites are not an appropriate place to discuss any concerns you may have and we request that you continue to ask any questions or raise any issues by arranging an appointment with the Headteacher
- Posts and tweets will be made on an 'as and when' basis – there is no expectation on the minimum number of posts / tweets made, but we promise to not bombard you with too many either

We are looking forward to being able to share more photos with yourselves and the wider world and promote the wonderful activities that we do at Featherstone Academy . We hope that you embrace this new venture with the same excitement as us.

Kind regards,

Mr Gatrad
Headteacher



Artsmark
Silver Award
Awarded by Arts
Council England

