

Our ref: KIN

Date: 11th October 2024

Dear Parents and Carers,

I am writing to you regarding social media and communication with and about our school, Callerton Academy.

Social Media

Most families use or are aware of social media. Social media is a powerful tool that reaches many people. As you will be aware, when using social media, there are many rules and laws that we all must adhere to. We teach these rules to our students in school in order to emphasise the impact that social media can have on them and on others. Unfortunately, we have had some incidences where these rules have not been adhered to by a very small minority of parents and carers. Most notably, this has come in the form of posting comments, which can be one sided or opinion based and often include staff names and/or student names on social media. Such comments can often be inappropriate and in some cases even defamatory, particularly where they name staff and/or students. As a school, when we have been made aware of this, we have spoken to the parent/carer in question to remove the posts.

For any school, reputation and word of mouth in the community is important, but as a new, growing school, it can be even more important. Social media has a wide reach. I would ask that, again for a small minority of parents and carers, that you think and reflect before you post something which could be construed as negative on the internet or social media. I must also emphasise that posts, whether positive or negative, must not name any of our staff or students.

I am sorry that it has been necessary to address this matter with you all, as I understand that the overwhelming majority of you would never become involved in such activity.

Katie Innes Principal

Dr. Alexandra Thorp CEO

Blandford Street, Newcastle upon Tyne, NE1 3BT

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Every parent and carer, receives a parent guide when their child starts at Callerton Academy, which is also on our website, [here](#). Within this guide, there is more information regarding social media, on page 14.

At Callerton Academy, we have a Facebook page administered by the school, called 'Callerton Academy'. Here we post information about school life, news stories about our extracurricular activities (7Up), school curriculum, reading, trips, etc. We use this Facebook page as a tool for current families, prospective families and other stakeholders to get an insight into what it's like being a Callerton Academy student and family.

Contacting the School

Communication with the school is vital, for all parties. There are stages of communication, for either pastoral issues, or curriculum issues. If you would like to contact the school, you can do so either:

- via their planner,
- calling the main office on 0191 605 3835 or,
- emailing admin on admin@callertonacademy.org.uk.

On the following page is a flow diagram of the people to contact for a pastoral or general query, in order. If the first contact cannot resolve your query, they will either pass you to the next person in the chart, or you can request to speak to them:

Katie Innes Principal

Dr. Alexandra Thorp CEO

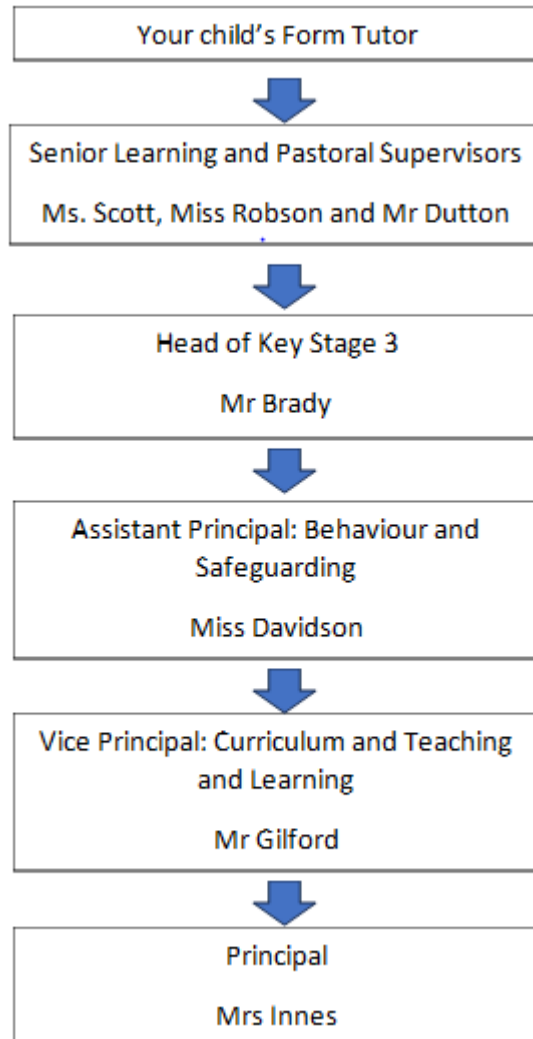
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Registered Office: Gosforth Academy, Knightsbridge, Great North Road, Newcastle upon Tyne, NE3 2JH



For Curriculum issues, you would contact your child's teacher in the first instance and then the Leader of Teacher and Learning in that subject. The list of staff members are [here](#).

Please understand that whilst we aim to contact you back within 24 hours, due to the nature of a busy school, it can take longer.

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The very vast majority of issues and queries are settled through discussion at an informal level using the flow chart above, however, if that should fail, you should consult the Gosforth Group Complaints Policy.

Thank you

In general, we have incredible relationships with our students, parents and carers, which we are very proud of and grateful for. When home and school work together, students thrive. Thank you for your continued support and understanding.

Yours faithfully,



**Mrs Innes
Principal
Callerton Academy**

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