

16th May 2023

Dear Parents and Carers,

RE: Social Media

As a secondary school, we always aim to keep ourselves updated with the latest trends in the industry. We are very aware that social media plays a significant role in promoting the school and keeping in touch with the students and parents. Therefore, we have decided to start using social media platforms.

Using social media helps us reach a broader audience, connect with current or potential students and parents, and showcase the exciting and positive things going on around our school. Our social media posts will highlight achievements, events, and updates related to the school.

For us to use social media effectively, we would appreciate your permission for your child's photo to be used in promotional activities. The photographs we use will be carefully selected and will only depict the students in a positive manner. Your child's name and any other personal information will not be shared.

We also encourage you to send in any photos of achievements your child may have had at any local clubs. We intend to inform all our followers of all the positive things that our students do week in and week out.

We understand your concerns regarding the use of photographs of your children on social media, and we assure you that we will take all necessary precautions to ensure the security of the images we post on the school's social media pages. If you have any concerns regarding the use of your child's photo, we invite you to contact us so that we can discuss further.

Please confirm you are happy for your child's photo to be used in school promotions via the school gateway by **Monday 22nd May 2023**, so that we can continue to use social media effectively. Failure to consent will result in your child's photo being blurred in team photos.

If you have not yet set up an account on the school gateway please click on the link below; the first tab gives you a step by step guide on how to use your gateway account and how to top up your balance for lunches and the second tab will direct you to the school gateway log in page for new users:

<http://www.bexhillacademy.org/about/school-gateway>. Please note that you will need to enter your **email address** and **mobile number** that we currently have on our system. If these do not match our system, a message will appear to say that you cannot proceed.

We would like to thank you for your consideration and we look forward to working with you to promote our school. To contact us regarding our social media or to send in any proud moments, please use the following email address: socialmedia@bexhillacademy.org.

Thank you for your cooperation and support.

All the best,



Mr Borland
Assistant Principal