

# King Edwin Primary School



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Monday 30<sup>th</sup> June 2025

Re: Online Communication and Upholding Our School Values

Dear Parents and Carers,

I am writing to you today regarding a matter that has come to our attention involving communications taking place within a few 'class or year' WhatsApp groups, and other social media platforms.

It is disappointing to learn that some of the messages being shared in these forums are not in keeping with the values we uphold at King Edwin Primary School. While these sorts of groups are not managed or monitored by the school and some parents may suggest they are nothing to do with us... I strongly believe that when content in the group is related to members of my team, I have every right to call out any negativity that is shared.

We are frequently asked to intervene when issues arising from such groups begin to affect the wellbeing of our pupils and the harmony of our school community. Occasionally social media groups involving older KingEdwinners are brought to our attention, and I do my best to support and resolve issues regardless of when the communication takes place.

As educators, we work hard to support and resolve conflicts - even those that originate outside of school hours and beyond our direct control. However, it is disheartening to see that some of the negativity we are addressing among children is being mirrored, and at times fuelled, by the tone and content of messages shared by adults in these particular groups. It is not acceptable.

One of our core KEPS High 5 values is Respect. We expect all members of our school community - staff, pupils, and parents alike - to model respectful, constructive, and kind behaviour both in person and online. This is not only a reflection of our school ethos but also aligns with the broader expectations of British Values, which include mutual respect and tolerance.

We urge all parents and carers to consider the example being set for children when engaging in online discussions. Social media can be a powerful tool for connection and support, but it must be used responsibly and respectfully and not to insight hate or negativity.

We appreciate your continued support in fostering a positive and respectful environment for all our children. Should you have any concerns or wish to discuss this matter further, please do not hesitate to contact us directly.

Thank you for your understanding and cooperation.

Kind regards,

Andy Callaghan-Wetton

