



Frenchay Road, Downend, Bristol BS16 2QS  
Telephone: 0117 3532902 Fax: 0117 3532906  
Email: [school@fva.cabot.ac.uk](mailto:school@fva.cabot.ac.uk)  
Principal: Dr Janet Saunders

2 May 2023

Dear Parents/Carers

## Social Media

Dear parent/carer,

I am writing to you today to share a reminder of the online behaviour expectations we have for members of the Frome Vale Academy community.

Social media can be a powerful tool, and we embrace these platforms to share the many successes and achievements of Frome Vale students with our parents and partners. We are pleased to see that the majority of families enjoy and engage with our online content in a positive way.

However, just as in the real world, we have high standards for the type of behaviour we consider acceptable within our online community.

Hateful, malicious, or prejudicial language or allegations have no place in our school community. Words can be hurtful online, just as they are when spoken. The upset they cause can have a lasting impact. In some cases, they can even put someone at risk of harm or prosecution.

We would therefore urge everyone within the Frome Vale community to exercise caution and good judgement when posting online. Please do not comment about individual children or members of staff. Please consider the emotional impact of your words – and whether you could be putting yourself or someone else at risk.

Ask yourself too whether social media is a suitable forum to air your views; if, for example, you have concerns about a school-related issue, do please reach out to us direct instead and we will be happy to discuss the matter with you.

By embracing these simple guidelines, we can ensure the Frome Vale online community remains a happy family which reflects the positive behaviour and attitudes we see every day in school.

Best wishes.

A handwritten signature in blue ink, appearing to read "Janet", is written over a horizontal line.

Dr Saunders

