



Birches First School

Believe, Grow, Succeed ...

...to be the best 'me' I can be.

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12th January 2026

Dear Parents,

Many of you are members of WhatsApp or other social media groups that connect parents in a particular class.

Ideally, the group chats are useful places to share information regarding your child's day in school; receiving updates and reminders about school events; as well as sharing parenting advice.

Most of the time, these group chats can be a great resource and an enjoyable place to be in. But, as with many things in life, there are those unfortunate times where someone in the group may say something inappropriate, communicate email correspondence sent to school to the whole group or send messages that have been communicated via school to specific parents and have then been shared. As a result, parents are reading messages that are not for them.

To prevent any miscommunications, here are some guidelines:

- When writing, remember that whatever you say on social media may be **forwarded** to someone else, and in a few minutes, it may be seen by half the school and school informed. Birches First School will not tolerate any form of defamation or intentional harm practiced through social media forums.
- Parents using any social media forum must, always, demonstrate respect for the members of the school community (including all children, staff and members of the WhatsApp group) and try not to use it as a personal chat and direct/private message each other-remembering to use this forum to school business only.
- Parents must not breach confidentiality, defame, or make threats to any person in the school community.
- If School has a message for you, it will be sent directly to you, please do not share this message as it causes confusion for the office with parents who have **not** received a message from school questioning something. If you have a query or concern, please always contact the office directly:

Birches-office@cmat.academy

I really appreciate your support with this, as I do completely understand how very useful the groups are for you all.

Thank you for your understanding with this matter.

Best wishes,

S Varricchione

Headteacher