



**LEOPOLD**

**PRIMARY SCHOOL**

Executive Headteacher: Miss Rachel Mollett

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22/09/21

Dear Parents/Carers,

**Re: Rationale for social media at Leopold Primary School**

We will be using specific social media platforms to raise the profile of the school outside the local community. The two platforms are Instagram & Twitter.

The rationale is as follows:

1. To raise the profile of the school outside the local community
2. To improve communication and market the school positively
3. To improve public view of the school

Social media allows schools to communicate in a much more efficient, effective and time sensitive manner. It allows news, information and updates to be quickly and cost effectively broadcast to both parents and students.

If you haven't already done so, please provide your consent via

<https://www.leopoldprimary.co.uk/consent>

Kind regards,

**Miss Rachel Mollett**

**Executive Headteacher**