



3<sup>rd</sup> May 2016

Dear Parent/Carer

## Communications at Oswald Road

I am writing to introduce myself- my name is Ellie Linton and I am the new Communications and Marketing Manager here at Oswald Road. Having come from working in the further education sector, where I specialised in PR, I am now really looking forward to becoming part of the Oswald Road community.



To find out a little more about what makes this school unique I spoke to some of our Year 6 pupils, who told me about their favourite experiences since starting at school. I have put together some of their quotes in the enclosed flyer, which I think are a fantastic reflection of the pride that pupils have for their school.

I also wanted to inform you of some proposed changes we are planning to put in place with regards to communication with parents. Having spoken to some of the parents in my first week, I have learnt that many are unhappy with the frequency of emails and texts they receive each week. With this in mind we shall be introducing a 'Weekly Update', which will be emailed out to all families every Thursday afternoon, starting next week. This will contain all the information you need, including links to letters, important announcements, and dates for your diary. Text messages will only be sent out when there is an urgent announcement.

You will still be able to find all of the letters on our school website, under 'Parents' and 'School Letters'. As per a suggestion from a parent, I have split the letters into categories (EYFS, KS1, KS2, Whole School) to make the page easier to navigate through.

Please also find attached a parental permission form for you to sign if you **do not** wish to have photos of your child shared on the school's website and social media channels, or in the school newsletter. If you do not want photos of your child to be shared via these channels, please return the reply slip to the school office by **Monday 9<sup>th</sup> May**. Please note that you are able to select which channels you wish to opt out of. For example, you may opt out of your child's photo being used on social media, but consent to their photo going in the newsletter.



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# Oswald Road Primary School

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Headteacher: D. Howard



I am based in the school office, and will try my best to be present in the playground at the end of the day so that I can get to know you all better. If you have any feedback or suggestions about the school's communications, please feel free to email me at [e.linton@oswaldroad.manchester.sch.uk](mailto:e.linton@oswaldroad.manchester.sch.uk).

Kind regards

Ellie Linton  
Communications and Marketing Manager

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## Photo Permissions

Child's name \_\_\_\_\_ Class \_\_\_\_\_

I **do not** want my child's photo to be used:

On the school's social media accounts (Facebook, Twitter)	[ ]
On the school website	[ ]
In the school newsletter	[ ]

Signed (parent/carer) \_\_\_\_\_ Date \_\_\_\_\_



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