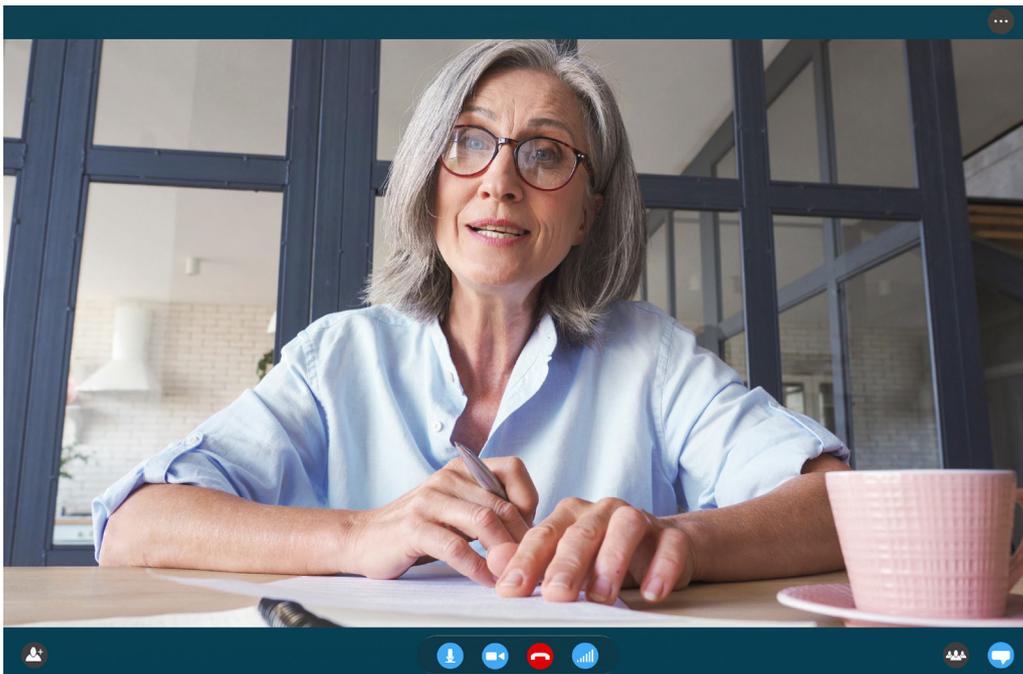


USING THE WEBSITE AND SOCIAL MEDIA TO SUPPORT TRANSITION



Using digital technology to support transition

- Send information of your social media pages / school website to all new families so that they can follow the school on social media. They can then keep up to date with any announcements or key dates.
- Create a closed social media group, such as Facebook for your new parents/carers. Pertinent information can be shared and it will also facilitate networking between new families.
- Share blogs/articles/links to support new families with transition to your school. For example, share a blog before the summer holidays with ideas and activities to prepare children over the summer holidays.
- Consider using videos of the children already in your school to aid transitions for new families. For example, current pupils can video a walkthrough, so potential new families can get an insight into your school, or children can be videoed being interviewed about what they love about your school.
- If face to face meet the teacher meetings cannot take place, consider holding a virtual 'meet the teacher' event.
- Record an 'all about me' video for members of staff for families to watch over the school holiday prior to the child starting
- Hold a virtual Q&A with the teacher for new parents/carers and families.
- Home visits are an important part of the transition process, and all efforts should be made to complete a face to face home visit. Where face to face home visits cannot take place, consider conducting virtual home visits. (29.1-32.2)
- Use social media channels to set transition activities over the school holidays to support transition.
- Set up an email address dedicated to new parents.





You may want to consider using social media in the ways outlined below to engage parents and families with your school/setting:

- Create a school profile. You can then keep families up to date with any announcements or key dates. You can even share photos of current activities (ensuring that you first have the permissions in place from the parents/carers to share photos of their child). Consider posting polls to involve parents/carers in decision making, e.g. “Which new animal character bin should we buy?”
- Create a closed social media group for your parents/carers – consider having one for each class so that pertinent information can be shared with the relevant families. Relevant polls could then be posted here. For example “What story should we have on Friday?”
- Publish regular blogs, to showcase what you have been doing in your school/setting – consider allocating this task to alternating classes. This helps everyone to feel involved in the activity, and is the most likely to engage all parents/carers.
- Link educational blogs and social media channels to your school/setting website so that they are easy for families to access.
- Consider using videos of the children to aid transitions for new families into your school/setting. For example, current pupils can video a walkthrough, so potential new families can get an insight into your school/setting, or children can be videoed being interviewed about what they love about your school/setting. Consider recording a ‘meet the teacher video’ for families to watch.
- Set home learning challenges on your social media channels. This engages families in pertinent current learning, building connection for the children. For example, ‘how many different numbers can you find in your home? Post photos of the numbers you find below.’
- Post ‘meet me mondays’ for each staff member on your social media channels. This helps families get to know you better and build trusting relationships.
- If families can not access school for significant amounts of time, use social media platforms to host video calls to families. This helps build up relationships and develop communication. Consider using this technique to host parent consultations.
- Please ensure that if you do share photos/video of children, that you have the necessary permissions in place from their parents/carers.

Top Tip

Create a questionnaire to ask parents/carers what social media channels they use and which ones they would refer the school to use. For example, some people prefer Instagram where others may prefer Facebook. Use the results of the questionnaire to tailor your coverage to best meet the needs of your families.