

The School Website

New



This full afternoon session will cover the following topics:

Beyond the School Website – Social Media Channels

Content:

- Schools and Social Media
- Pros and cons of Twitter and Facebook
- Safeguarding and social media
- Reputation protection
- School policy and strategy development
- Linking your school website to social channels (Wordpress sites)

The Titanic and Avoiding the Copyright Iceberg!

Content:

- How online copyright contravention puts your school at **financial risk**
- Copyright issues – using images and music on your school website – what you can and can't do
- Risk-free resources identified and explained
- Good practice – how to manage your website's Media Library (Wordpress sites only)
- Lifeboat Drill – a safety checklist

Who is it for?:	Website editors
Venue:	Dryden Centre
Cost:	£70/£170 per person (SLA/non-SLA)
Date:	13 June 2018
Times:	1-4.30pm

Please apply using the application form attached

The School Website - 13 June 2018, 1 - 4.30pm

Please book me ___ places on the above course.

Name(s): _____

School: _____

Invoice Address: _____

School Status: LA Maintained Academy Independent

Purchase Order Number (Academies/Non Gateshead schools only): _____

Contact Name: _____ Tel: _____

Email Address: _____

Signed (Headteacher/Senior Leader): _____ Date: _____

Please return to: Angela Crossley, CPD Admin, Dryden Centre, Evistones Road, Gateshead. NE9 5UR
Email: AngelaCrossley@Gateshead.Gov.UK **Fax:** 0191 4338764

Other important information:

We (the school/organisation) agree that by signing and returning this booking form to adhere to the specifications detailed below.

- **Fees:** Fees will be recovered via invoice after the training; purchase order numbers will be quoted on any correspondence (if they have been supplied). All prices quoted are subject to VAT (standard rate).
- **Specific Requirements:** If you have any specific access or dietary requirement including food allergies can you please advise us of these at least 7 working days ahead of the training to allow us to make the necessary arrangements?
- **Cancellation Policy:** failure to notify of non-attendance at least 7 working days ahead of course date will result in the full cost of the course being charged to schools (unless stated otherwise).
- **Parking:** There is limited parking available at the Dryden Centre and parking is not guaranteed. Please park with consideration for our neighbours if you are unable to find a space within the car park and please be aware that our community police officer has asked we remind any visitors that illegal/inconsiderate parking will result in parking tickets being issued.