

## Teaching Schools Leicestershire

### East Midlands Challenge Project Tackling disadvantage and closing the achievement gap

#### Case Study – Title

#### Summary

Provide a brief overview of how the study fits into a bigger initiative

#### Name of school

King Edward VII Coalville

#### Brief description of what the case study is about

The effectiveness of using social media to engage students and their parents.

#### Why did this work take place?

After analysing the results from the mock examination, in January, we identified that pupils needed extra support on skills based questions and the recall of skills. We looked at a variety of ways in which we could support students at home. We identified that social media could be used to provide them with material to use at home and give a way of communicating between the department, parents and students.

#### Description of the work undertaken

We created a departmental blog. On the blog, we posted additional videos and worksheets and encouraged students to use these at home as extra work. We posted new blog posts weekly with content that they were learning in the week.

We then introduced a departmental twitter page. Initially, we started by retweeting useful resources from other departments around the country, including Corbettmaths 5 a day sheets. We used twitter to promote our new blog posts, to remind students and parents of homework deadlines and to provide help for homework by posting useful videos which explained skills. We introduced twitter polls to provide students with a chance to quickly respond to a question daily. These received much pupil and parent response.

On Instagram, we posted questions, polls and other help. Instagram gave students a way of commenting answers on pictures and asking for help. We promoted the Instagram page through lessons and tutors. The questions we posted, on Instagram, were revision questions from any topic for a specific tier.

To promote the social media accounts we used posters around the school, the school website, telling parents at parents' evening, lesson time, tutor time and through word of mouth and retweets.

### Impact of this work

	% A*-C (result)	% A*-C (Jan)	1LOP
whole	71.15%	50.82%	56.72%
PP	55.68%	34.09%	54.65%
nPP	75.70%	56.30%	
Gap	-20.02%	-22.21%	
No Soc. Media	66%	45.60%	56.73%
PP	49.28%	28.99%	53.73%
nPP	72.00%	51.90%	
Gap	-22.72%	-22.91%	
Instagram follow	83.72%	67.44%	65.12%
PP	71.43%	50.00%	64.29%
nPP	89.60%	75.90%	
GAP	-18.17%	-25.90%	
Instagram used	91.67%	75.00%	75%
PP	83.33%	50.00%	83.33%
nPP	94.40%	83.30%	
Gap	-11.07%	-33.30%	
Twitter	87.10%	67.74%	45.16%
PP	83.33%	50.00%	50.00%
Non PP	89.50%	78.90%	
Gap	-6.17%	-28.90%	

This data shows the percentage of A\*-C' in the actual exam' compared to the Jan Mock. The last column shows the percentage of students who made one level of progress between the mock and the actual exam. The data highlights that those who used Instagram had the biggest improvement, in particular those who are pupil premium students. Similarly, the pupil premium students for twitter had a significant increase in results.

### Key learning points

- Students who used our Twitter and our Instagram benefited and had an improved grade. This improvement was bigger than non-social media users.
- Parents were able to "tap into" what their child was studying
- Pupil premium students benefitted significantly from the use of social media.

- Time consuming, need to embed earlier and gradually build up the feeds.
- Promotion was vital, tutors needed to promote the social media as well as math's teachers. Many students still did not know of the twitter and Instagram page till too late.
- Students had access to maths revision through the twitter, Instagram and blog feed.
- Students were able to comment answers and get feedback at any point.

### **Next Steps**

- Needs to be embedded earlier, so students are doing daily revision questions and build up to the exams.
- Use of the blog to support homework's.
- By using social media for homework, this will encourage students to use it.
- Promote at parents evening.
- Offer rewards for student's engagement.

### **Recommendations to other schools**

- Time needs to be dedicated to the member of staff who oversees the social media, as it can be time consuming.
- It is important to encourage student buy-in initially.
- Promote the pages during parents evening and build the use of it into lessons so that all students know that it exists.
- Not all students have Instagram or Twitter so post similar content on the blog so that everyone can access the information.