



Winford Church of England Primary School

Communications Policy (to include social media)

Winford School – where children flourish

Co-operation-happiness-forgiveness-hope-wisdom-peace-respect-determination-curiosity-honesty-trust-patience

"I have come that they might have life and have it to the full" John 10:10

Introduction

We recognise that educating children is a process that involves partnership between parents, class teachers and the school community. Good communication is central to this partnership and essential in creating a good working relationship. We are very fortunate to have a supportive and friendly parent body and we continue to welcome and encourage parents/carers to participate fully in the life of our school.

1. Purpose and scope

At Winford, we believe it is important for all members of the school community to:

- Place the education and well-being of our children at the centre of everything we do.
- Work in partnership to support the children's learning and well-being.
- Use appropriate channels of communication to support children's learning and well-being.
- Create a safe, respectful and inclusive environment for pupils, staff and parents.
- Model appropriate behaviour for our students at all times.

To help us do this, we set clear expectations and guidelines on behaviour for all members of our community. This includes staff (through the Staff Code of Conduct) and pupils (through our Behaviour Policy). We also have expectations regarding communication and this policy aims to set these out.

We use the term 'parents' to refer to:

- Anyone with parental responsibility for a pupil
- Anyone caring for a child (such as grandparents or child-minders)
- Anyone representing the parent of a child.

2. Parents and carers can expect school staff to:

- Respect the ethos, vision and values of our school.
- Work together with parents in the best interests of our pupils.
- Use appropriate, professional language in communications with parents.
- Treat all members of the school community with respect and kindness – setting a good example with speech, behaviour and written communication.
- Respond to messages/emails within five working days and within normal working hours.
- Use only official channels of communication to contact parents (email, Class Dojo, telephone rather than social media)
- Communicate any concerns about their child via email, telephone or in person.
- Seek prior permission if meetings or telephone calls are electronically recorded.
- Post class updates to Class Dojo at least once per week.
- Check messages/emails at least once per day to check for any relevant updates about the children.
- Greet children at the beginning of the day and be available for parents who may need to speak briefly to the teacher.
- Be available at the end of the day to talk to parents as required, unless staff have a meeting already booked.
- Be approachable at the beginning and end of the day.
- Invite parents into the classroom for 'Open Classroom' events twice per year.
- Invite parents to Parents' Evening twice per year.
- Share a written report about their child's progress once per year.
- Invite parents to an information meeting at the beginning of the year.
- Signpost parents to the appropriate sources of support where necessary.
- Inform parents of any additional support given to their child.

3. School staff can expect parents, carers and other visitors to:

- Respect the ethos, vision and values of our school.
- Work together with staff in the best interests of our pupils.
- Use appropriate, professional language in communications with staff.
- Treat all members of the school community with respect and kindness – setting a good example with speech, behaviour and written communication.
- Maintain reasonable expectations for staff response to general communications.
- Use only official channels of communication to contact staff (email, Class Dojo or telephone rather than social media)
- Approach the right member of school staff to help resolve any issues of concern, following up with the Headteacher if an appropriate response has not been received.
- Consult the Headteacher or office if unsure which member of staff to speak to about an issue.
- Follow the process set out in the Complaints Policy should an issue remain unresolved to their satisfaction.

- Use appropriate channels to deal with complaints about the school or school staff (see Complaints Policy)
- Avoid using private groups, such as class WhatsApp groups, or personal social media to complain about, or try to resolve an issue involving other pupils.
- Avoid using private groups, such as class WhatsApp groups, or personal social media to complain about or criticise the school or members of staff.

4. Breaches of the Communication Policy

Any concerns about breaches of this policy, from either staff or parents, will be raised initially with the Headteacher who will then gather information from those involved and decide on the next course of action.

The school will always respond to policy breaches in a proportional way. The final decision for how to respond rests with the Headteacher but may include:

- Sending a warning letter to the parties involved.
- Limiting contact between parties and providing an intermediary.
- Inviting those involved into school to meet with a senior member of staff / the Headteacher or a representative from the Trust.
- Contacting the appropriate authorities (in cases of criminal behaviour).
- Seeking advice from the Trust's legal team regarding further action (in cases where action may be libellous or slanderous).
- Banning a parent from the school site.

Related policies:

Complaints Policy

Staff Code of Conduct

We trust that parents will assist our school with the implementation of this policy, and we thank you for your continuing support of the school.

Policy ratified by governors September 2023