



Communication Policy and Social Media

King David Primary School

Approved by:

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Aim

The relationship between parents/carers, pupils and the school is extremely important to the staff at King David Primary School. We have a focus on nurturing the pupils' positive relationships with both adults and each other. The aims of the school with regard to internal and external communication are detailed in this policy, along with the responsibilities of the school, staff members and parents/carers.

To ensure that King David Primary School is a thriving and successful school, we must communicate effectively with each other, with our pupils, with their parents and with other members of the wider community. We need to ensure that communications between all members of the school community are clear, professional, timely and appropriate.

Objectives

All communications at King David Primary School should:

- Keep staff, pupils, parents, and stakeholders well informed.
- Be open, honest, ethical and professional.
- Be jargon free and easily understood by all.
- Be actioned within a reasonable time.
- Use the methods of communication most effective and appropriate to the context, message and audience.
- Take account of relevant school policies.
- Be compatible with our core values and School Improvement Plan.

Responsibilities

This section details the responsibilities of the different groups within the school.

Senior leadership team (SLT)

- To ensure information is made available to staff in a timely manner and via appropriate channels, where practicable face to face.
- To ensure that staff have the relevant information available to communicate with colleagues effectively.
- To maintain open channels of two-way communication and to listen to feedback and comment from all staff.
- To keep parents informed of developments and concerns.

All staff

- To communicate regularly with each other, preferably face to face, to ensure information is available and understood within the context of the classroom and working environment.

- To ensure they are informed and have access to information in order to be as effective as possible in their role and to support their work within the school.
- Any emails or letters sent to the whole parent body or relevant year groups should be shared with all relevant staff
- To use open channels of two-way communication to keep the leadership team and colleagues informed

Internal Methods of Communication

- All staff when they join the School will receive an information pack, detailing the staff members, policies and other relevant information
- An integrated programme of meetings to facilitate involvement of staff both formal and informal: e.g. teachers' meetings, teaching assistant meetings, Office meetings, Key Stage meetings, whole staff meetings
- All formal meetings should be structured and minuted and members invited to contribute to the agenda
- E-mail is a quick, effective way of communicating information however it should not replace face to face meetings where discussion is required
- Staff meetings & SLT meetings take place every week. Events are discussed in advance at meetings but staff also have the responsibility to check future actions
- The schools use I B Text to communicate with parents by text or phone/
- Contact details of parents will be maintained and updated and provided to the relevant members of staff.

External methods of communication

Schools have many lines of communication to maintain: with parents and carers, other schools, the community and with outside agencies. Our aim is to have clear and effective communications with all parents and the wider community. Effective communications enable us to share our aims and values through keeping parents well informed about school life. This reinforces the important role that parents play in supporting school.

Whilst staff will always seek to establish open and friendly relationships with parents, they will also ensure that the relationships are professional.

To this end parents should always be addressed in an appropriate manner.

All staff are advised to not accept friendship requests from parents on social media

Communications with Parents/Carers

E-mail/Text: The school has a phone/text system (L B Text) which it uses to communicate with parents. The school also uses emails as method of communication. Staff should forward

any relevant emails from parents to the Head Teacher so that they are kept informed. All e-mails requiring an answer should be responded to within 2 school days.

Telephone calls: Office staff will not interrupt teaching for staff to answer a telephone call unless it is an emergency.

Social Media Sites/Blogs: Staff are advised not to communicate with parents via social networking sites or accept them as “friends”. Staff will not accept pupils or ex-pupils as “friends”. The School runs and maintains an active, safe and secure Facebook Group page. This is used to communicate in a more creative and fun way with the school body. Photos of pupils are only uploaded with parental consent given.

Written Reports: Once a year, we provide a written report to each child’s parents on their progress. This report identifies areas of strength and areas for future development. Pupils are also given an opportunity to comment on their progress.

In addition, parents meet their child’s teacher/s twice during the year for a private consultation at a Parents’ Evening. We encourage parents to contact the school if any issues arise regarding their child’s progress or well-being. When children have particular education needs parents will be invited to meet with their child’s teacher more regularly. We will also make reasonable adjustments to our arrangements if this will enable a parent with a disability to participate fully in a meeting at our school, or to receive and understand communication.

School Website: The school website provides an opportunity to share information about the school and is an opportunity to promote the school to a wider audience.

We recognise that children’s protection is a shared responsibility, and that King David Primary School should provide a safe and secure environment. If any member of staff has concerns about a child, these will be passed to the Children Protection Co-ordinator who may share this information with Social Services.

Google classroom: Google Classroom is used as an online learning tool to set work and communicate with parents and children. Google Classroom is being used in the time of extenuating circumstances, it has allowed learning to carry on when pupils have not been able to attend school. Zoom Video Software has also been utilised for meetings and learning when it has been necessary to replace face to face contact.

How will this policy be monitored and evaluated?

This policy will be monitored through on-going school self-evaluation. The Head Teacher will use a variety of methods to evaluate this policy with staff, parents.