WHOLE SCHOOL POLICY FOR COMMUNICATION

Policy Consultation & Review

This policy is referred to in our school prospectus and is available on request from the school office. We also inform parents and carers about this policy when their children join our school and through our school newsletter.

This policy will be reviewed in full by the Governing Body on an annual basis. This policy was last reviewed and agreed by the Full Governing Body in July 2020. It is due for review in July 2022.

Signature   Headteacher   Date: July 2020

Signature   Chair of Governors   Date: July 2020

Long Stratton High School Communications Policy

1. All communications (written, electronic or verbal) should reflect the professionalism of the individual and of the school.

   A guiding principal is that staff communication should embody the same high expectations that the school has of its students: communications should be prompt, demonstrate good basic literacy, polite and professional language, and clarity of thought.

2. No school Communication should undermine the Teachers' Standards. All school communication should enable teachers to fulfil the Teachers Standards, particularly Teacher Standards Part Two: Personal and Professional Conduct

3. Communications should demonstrate that we value our staff, pupils, parents, governors, our community and the outside agencies that we work with. The timing and transparency of communication should encourage successful working relationships between all members of the school community.

4. All communications should adhere to the communications guidance documents in order to achieve consistency and clarity.

**Long Stratton High School
Communications Guidance For Staff and Governors**

E-Mails

All email communications should adhere to the school communications policy.

All emails using your LSHS account are professional emails and should therefore use a professional register, accurate spelling, grammar and punctuation.

Always consider the timing of emails. Do not assume that recipients will read emails outside of working hours. Allow recipients time to read and respond to emails within their working hours.

Check your e-mail regularly during the working week.

When it is not possible to give a full response to an email in the first instance, reply with an acknowledgement email as soon as possible.

Be concise and to the point. Do not make an email longer than it needs to be.

If an email is sent to several recipients, be clear about who a request is being made of. Confusion or ambiguity about who is supposed to respond or action a request can lead to miscommunication and must be avoided.

Keep the number and relevance of e-mail recipients, particularly those being copied, appropriate and to the minimum necessary.

Adhere to good network etiquette/netiquette when sending emails – as bold, capitals and colouring (particularly red) could be deemed to be 'shouting' and overly assertive or bullying

Do not send or forward attachments unnecessarily.

School e-mail is not to be used for personal advertising.

Sign all emails professionally e.g., Regards or Thank You (if the email includes a request).

Sign all emails with your name, job title and place of work.

Minutes/Agendas for Meetings

The chair of the meeting is responsible for ensuring that minutes/agendas are shared and saved in the staff area of the school drives.

Agendas should be shared in advance. These should be clear, concise and unambiguous. Use agendas to clarify the purpose of meetings.

Minutes should be used to clarify what has been discussed and agreed, including action points with clarity about responsibilities.

Notices given in morning briefing will be minuted by the Headteacher's PA and then published by email to all staff.

Letters

All communications via letter should adhere to the school communications policy.

All letters should use a professional register, accurate spelling, grammar and punctuation.

Never send a letter home that has not been proof read by one other person.

Be concise and to the point. Do not make a letter longer than it needs to be.

Use the school letter pro-forma to ensure consistency

Use the appropriate letterhead.

Sign letters formally, including job title/role

Letters home should be shared via parentmail.

Letters home should also be archived and shared in the 'Letters Home' section of the new school website.

Social Media

All social media communications should adhere to the school communications policy.

School Twitter and educational blog accounts can be used to publicize news and promote teaching and learning ideas.

Twitter:

When using Twitter in a professional capacity, privacy settings should be open so that there is transparency about what you tweet/retweet/reply to and who you follow.

School Twitter accounts should follow and be followed by the accounts of the head, and the school account. This ensures further transparency about usage.

Tweets, Retweets and whom you follow should reflect the professionalism of both the school and the author.

All tweets/retweets should be appropriate to an audience that includes pupils, parents and the wider school community.

While pupils may follow school Twitter accounts, staff should not follow pupils back.

Never send private messages on twitter to pupils or parents.

The school twitter feed is used to publicise school news and share in the successes of the school.

Other Social Media

Never use *private* social network accounts for school communication (such as facebook or Instagram).

School Website

The Network Manager and the Senior Leadership Team are responsible for maintaining the content of the school website. All requests to change or add content must be made through them.

The website calendar is maintained by the Headteacher's PA so that parents and pupils can access key dates.

Telephone Calls

All telephone conversations should adhere to the communications policy.

When taking a telephone message for a colleague, record the details of who is calling and *exactly* what the purpose of their call is using the Telephone Message Slip before giving it to the relevant person.

Presentations to pupils and parents

Presentations, such as those for school events, must adhere to the school communications policy.

Noticeboards and Displays

Noticeboards and displays constitute a form of communication and should also adhere to the standards outlined in the school communication policy.