



# Amington Heath Communication Policy

## Facebook

The school Facebook page is a marketing tool. It should be used to share and celebrate the exciting work we do and events we have. It should normally be used for reminder and information that is only for our parents.

All teachers have access to post on the school Facebook page. Posts should be in proper English with no acronyms or text speak. Emojis may be used. Posts should, wherever possible, be made during normal working hours of 9am- 5pm.

When posting photos, it is the teachers responsibility to check that parents have given permission for photos to be on Facebook.

Staff should take extra care not to like, or reply using their personal Facebook accounts. School posts should not be shared onto staffs' personal pages without prior permission from the headteacher.

## SchoolPing

All school staff have access to SchoolPing as a means of communicating with individual parents, groups or whole school. This is perfect for reminders and sharing school specific information. You can also share photos of children with individual parents.

Only teachers and office staff should be using SchoolPing to communicate with parents.

Messages should be short and in simple English to ensure clarity and understanding. Messages must only be sent between 9am and 5pm. There is functionality to schedule messages to be sent at a letter time.

Messages should not be sent regarding behaviour and any sensitive issues should always be discussed by phone.

## Email

Teachers should not be using their individual work email addresses to communicate with parents. This is because there will be an expectation of a response and when you are teaching this is not possible. This does not apply to leadership and office staff.

## Phone

Where it is necessary to contact a parent by phone the parents should be contacted in priority order. Please ensure that phone calls are made during normal working times unless unavoidable.

## ParentPay

ParentPay is no longer a primary form of contact but may be used for specific ParentPay tasks such as payment reminders. This would only be used by office staff and senior leaders.

## CPOMS

Any conversation with a parent of a vulnerable child or conversation that could become an issue should be recorded on CPOMS. School closure due to Covid 19

## Emails

All teachers have been given temporary emails to communicate with parents during school closure. There is an expectation that teachers check their emails three times a day and respond accordingly. Again, email should only be sent between 9am and 3pm.

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#### YouTube

To ensure that our YouTube videos continue to be help rather than a hindrance, videos will be uploaded on a rota. When staff create a video, it should be pitched at the age range of their class. Please check the background of your videos, ensure that lighting is good and ensure they are the same standard as your lessons in terms of your spoken English etc

#### Minimising contact

It is easy to inundate parents with messages about food parcels, home learning, school arrangements etc. During school closure, Facebook messages may only be posted with permission from SLT. SchoolPing may be sent to individual parents by teachers but no whole class or whole school messages sent without prior permission from SLT.

#### Phone

Senior leaders and family support workers will contact vulnerable families weekly by phone. When calling from home the number must be withheld. No teachers or support staff should be phoning parents.

#### Ensuring contact

All teachers should be collating a list of parents they have heard from over the week. This should be sent to CW by 12noon on Friday. CW will then cross reference this across families and phone calls made by RF and JM. She will then send SchoolPing reminders to families we have not heard from. We want to check on our children's welfare but not harass families.

#### Home visits

Recent guidance has suggested we refrain from home visits.