



# SWINTON QUEEN PRIMARY SCHOOL COMMUNICATIONS POLICY 2025

Reviewed by SLT: December 2025

Review Date: Autumn 2026

**Communication Policy adapted for Swinton Queen Primary School**

## COMMUNICATION POLICY

At Swinton Queen Primary School contact between staff, parents and pupils is very important to us, so we strive to ensure that all manners of communication are effective and purposeful. In order to maintain this, we have set out a Communication Policy for parents and staff.

### HOW WE COMMUNICATE

We have four main forms of communication:

**Arbor** - Arbor is used for parents to consent/pay for school clubs and trips, view student attendance and send in-app messages to staff. Staff will use this platform to share formal documents, responses to holiday forms, reminders about payment for trips/clubs/school meals.

**Class Dojo** - Class Dojo is used for general reminders, both school wide and class specific, to share the weekly newsletter and to send brief logistical messages between teaching/admin staff and parents.

**Telephone** - Our office hours are 8am-4:30pm. Office staff will be able to accept phone calls during this time in regards to your child's attendance and general school queries.

**In person** - Our office staff are available between 8am and 4:30pm. Teaching staff may be available to speak during drop off/collection times, but this is not always guaranteed due to their commitments in the classroom.

In all instances, we ask that when you communicate with us, information shared is relevant and factual. We also ask that communication is maintained between parents and the school, and that issues are not brought up with other parents or other children.

In all forms of communication from ourselves, we aim to be clear, for our messages to be easy to access, and to be sent in a timely manner. We also ask that parents use the appropriate channels to contact us. Here is some guidance on where different issues can be addressed.

## AT THE START OF THE SCHOOL DAY

**Staff on the door** - Any quick messages such as collection of children can be passed on to staff on the door in the morning. However, should parents wish to have a longer conversation it is important that they make an appointment to speak to the teacher. This allows our teachers to start lessons promptly and avoid disruptions to the day.

**Dojo messages/emails**- We aim to respond to messages as quickly as possible, however we do ask that time sensitive messages are not sent to us via Dojo. Whilst this communication channel lends itself well to quick communication, it unfortunately doesn't mean we can always respond just as quickly as that format allows. Dojo should be used for quick questions about the logistics of school; if you have a concern about your child, please arrange to speak to your child's class teacher. The teacher will NOT enter into a messaging conversation about an incident.

**School office (Via telephone/in person)** - If you require a more in depth discussion with a member of staff, you should speak to the office staff. They will be able to help you arrange to do this or they may be able to direct you to another staff member e.g., headteacher, SLT or SENDCo who may be better suited to help you with your query. We also ask that any information regarding a child's absence be given to the office not to teaching staff via Dojo. This is also the case for any changes in collection that were not communicated at drop off.

## DURING THE SCHOOL DAY

During the day we ask that contact is made to the office in the first instance. Whilst there may be some exceptions, generally teachers will not be able to check Dojo or make phone calls during the school day. The office manager is able to access Dojo during the day but telephone is a more reliable method of contact. We also ask that any grievances/complaints are not made via Dojo as this is not the appropriate channel.

Sometimes queries cannot be answered immediately and we ask that you are patient whilst awaiting a response from us. We want to give your

queries the necessary attention and as a result, it may take us time to gather the relevant information in order to give you the best answer possible.

## **OUT OF HOURS**

Our office staff will not be available outside of work hours. We ask that our teaching staff set themselves hours of availability outside of regular teaching hours and that these hours are effectively communicated to parents. This is done in order to allow our staff to maintain an appropriate work life balance. Parents will be able to send messages via Dojo to staff outside of regular teaching hours, but it is important to remember that an immediate response will not always be received. Staff may also deem it necessary to respond in a different way, e.g. in person the next day depending on the nature of the query.

## **SOCIAL MEDIA**

We do occasionally share pictures on social media about in school activities but this is not somewhere that we share important updates and information. We also understand that parents will share school information on social media - in both positive and negative ways. We ask that parents do not share photos that have been posted on Dojo on social media due to not having permission from other children included in photos. When we put on events in school, we will often try and set aside some time for you to take pictures of your own children, where appropriate so we ask that you only take photos during this time.

If we are made aware of any parents making inappropriate comments online regarding either the school or its staff, we reserve the right to contact you regarding this and ask that inappropriate posts are removed.