Communication Strategy

Last reviewed on
September 2021

Next review due
September 2024

RELEASING THE IMAGINATION: CELEBRATING THE ART OF THE POSSIBLE

Communication Strategy

Rationale

Our vision is for the University of Cambridge Primary School to become one of the most respected and admired educational state schools in the UK. Not only for academic achievement but because of the pioneering and transforming education it gives children that come here. We want each child to love learning inside and outside of school as part of our ethos, with ambition, innovation and inclusion at the core of our ethos.

In order for our vision to be realised, we need to ensure that communication is central to school life and learning. Through good communication we build relationships and knowledge that are cornerstones of our school community made up primarily of children, parents and educators. We will succeed by working closely together.

Principles of communication

A strong communication strategy ensures that every member of our community feels valued and in turn values the aims and vision of the school. Therefore our guiding principles for all school communication must be:

- Clear, accurate and precise
- Inclusive to the whole school community
- Improving our school by listening to each other
- Creating effective systems for feedback.

Monitoring quality

To achieve the best communication:

- We will ensure messaging is <u>consistent</u> through all forms of school communication (emails, internal memos, briefings, conversations, meetings, newsletters, Facebook, etc.).
- We will monitor the <u>quality</u> of information going from the school with the senior leadership team approving all letters and other messages to parents (including via Facebook, website)

Collective responsibility

Parents are responsible for accessing this information and gathering opportunities (newsletters, coffee morning etc.) provided and if they require further information or detail are expected to communicate with teachers, office team or the school leadership team.

Social Media

We hope that everyone in our community will use social media responsibly. Use of social media (like WhatsApp, Facebook, Twitter) should not be used to discuss individual children, classes of children or members of staff. It should not be used to raise concerns or questions. From experience we have seen that misinformation can spread via social media where as raising questions, concerns or other matters directly with staff can provide clarity.

How we communicate

Form of communication	Purpose	Hyperlink	Guidance
Parent Mail	Is our main format for communicating with parents. All correct information about the work of the school will come from parent mail emails and linked documents.		It is important that all parents sign up to parent mail. It is also important that you update us if your personal details have changed (e.g. email address). If you have any trouble accessing this or for any other matters please email: enquiries@universityprimaryschool.org.uk
Newsletters	To inform, celebrate and give latest updates about life at the school.		These are sent out fortnightly via parent mail. Click on the link in the email and you will be redirected to Mail Chimp. If you click on the icon here you will see past newsletters.
Blogs	To share and celebrate the learning of the year group. To sign post parents about home learning. To remind parents about upcoming events or curriculum projects.		You will find these BLOGs on the website: universityprimaryschool.org.uk in the Learning Section
Twitter	To celebrate the education and vision of our school. To connect the school with other professionals and education organisations. All parents are welcome to follow us @UniCamPrimSch		Make an account and follow us.
WhatsApp (not official)	Some parents share their contact information and create class and year WhatsApp groups. This is an unofficial form of communication and is not managed or endorsed by the school.		Whatsapp is best used: • Reminding the group about school events • Seeking information about lost property (e.g. my child has lost their coat has anyone seen it?) • Arranging 'play dates' or social events not run by the school Whatsapp should not be used: • To discuss individual children or make comments about staff members • To raise concerns about something happening at school or complaints