



Beechview Academy

School Parent Communication Charter

As a school we understand the importance of good communication between school and home, as this will have a positive impact on the outcomes for all children.

Working together is the key to success for all pupils. The school asks its whole community to promote the 3 common approaches to appropriate communication:

- Common courtesy
- Common decency
- Common sense

As a school we will ensure:

- Timely and effective communication which informs parents about key events and news;
- Regular opportunities for parents to visit the school;
- Termly information regarding pupils' progress and attainment.
- Immediate contact where we have concerns surrounding behaviour, welfare or progress;
- An open door policy where parents are welcomed to come and discuss any concerns or worries. The class teacher should be the first point of contact and concerns can be escalated through the appropriate channels (Member of SLT => Headteacher).

As a school we ask that our parents/carers ensure:

- They support the school and its staff members, including through online channels of communication.
- That concerns are raised using the appropriate channels and with the appropriate member of staff.
- If concerns are not responded to appropriately, they follow the complaints procedure where necessary.

As a school community, it is important to remember that adults act as digital role models for children and that common courtesy, decency and sense must also be shown when communicating via online platforms.

How do we show common courtesy online?

- We ask people's permission before uploading photographs, videos or any other information about them online.
- We do not write or upload 'off-hand', hurtful, rude or derogatory comments and materials'. To do so is disrespectful and may upset, distress, bully or harass.

How do we show common decency online?

- We do not post comments that could be considered as being intimidating, racist, sexist, homophobic or defamatory. This is cyber-bullying and may constitute harassment or libel.
- When such comments are found online, we do not forward them via emails, tweets, videos, etc. By creating or forwarding such materials we are all liable under the law.

How do we show common sense online?

- We think before we click.
- We think before we upload comments, photographs and videos.
- We think before we download or forward any materials.

- We think carefully about what information we share with others online, and we check where it is saved and check our privacy settings.
- We block harassing communications and report any abuse.

Any actions online that impact on the school and/or may damage the school's (or someone in the school's) reputation in any way or are deemed as being inappropriate will be responded to.

In the event that any pupil or parent/carer is found to be posting libelous or inflammatory comments on Facebook or other social network sites (this includes group messenger chats such as What's App), they will be reported to the appropriate 'report abuse' section of the network site or to the police where appropriate. In serious cases, we will also consider legal options to deal with any such misuse.

We thank everyone in our school community for their support with communication. Effective communication from all parties is key in making us the best we can be! Social media platforms are a great platform to use when celebrating the successes of the school. Concerns should only ever be raised through the appropriate school channels so that they can be responded to appropriately and actions taken.