

Communications Strategy

Intent:

We aim to keep good lines of communication open between the school and all its stakeholders. We understand that not everyone communicates in the same way and as such we shall use: letters, emails, phone calls and social media to communicate with our stakeholders.

We also understand that schools can use educational jargon and makes communication overly wordy and complicated. We aim to communicate in clear English and reduce or explain any educational jargon used.

We aim to be open and honest in all that we say, apologising when we get things wrong, thanking and celebrating each other and stakeholders when things go well. We will tackle comments or gossip head on, when we feel that our school has been misrepresented. We will use the advice of the Trust and its PR agency to ensure that we are true to the Trust's vision and values.

Implementation:

We have a standard expectation that emails and letters will be acknowledged within 24 hours and will have been responded to within 48 hours if possible. If the correspondence requires further investigation or work, then the holding email should outline a reasonable time frame within which a response can be expected.

We endeavour to limit the sending of emails to each other outside of the hours of 8am-5.30pm and they should only be sent if urgent over the weekend. Emails should have a title clearly displayed in the subject field. We will consider who needs to be copied into our emails to reduce workload. Emails will only be CC'd when necessary, for information purposes, they should not be used as a means of intimidating someone into action. There is a standard format for letters, these are covered in our branding guidelines below. Emails should be formal in their construction when they are going to external stakeholders. All emails should have a signature attached, allocated by the ICT team. When communicating with colleagues' emails should consider the tone in which it may be read. Capitals should never be used to express a point and over familiarity should be avoided. Staff should remind themselves of the staff Code of Conduct policy if they are unsure.

[Related policies: Brand guidelines](#)

[Staff code of conduct policy](#)

Indicator of impact	When will it be collected?	Where will the data come from?
Do you read our weekly newsletter?	Autumn Term	Parents survey
Do you follow us on Facebook?	Autumn Term	Parents survey
Have you had email communication from/with your child's tutor/class teacher?	Autumn Term	Parents survey
When I have raised concerns with the school, they have been dealt with properly.	Summer term	Parent survey
There is an adult I can talk to if something is worrying me.	Summer term	Student survey
There is at least one person at MBA that I can go to if I need help or support.	Spring Term	Staff survey