



## **COMMUNICATIONS CONDUCT POLICY APRIL 2022**

*Parental involvement is about parents' involvement in the life and work of their school, the communication between home and school and the vital role that parents play in supporting their children's learning. Your child's school will be able to give you information about your child's progress at school. There may be times when you need to let the school know about support your child may need. This two-way relationship helps you to support your child.*

<http://www.gov.scot/Topics/Education/Schools/Parents>

It is widely recognised that the more involved parents are in their child's education, the better the pupil performs at school. It is vital that parents/carers have the opportunity to communicate with school. This policy seeks to provide an overview of the standard of communication parents and carers can expect of school staff and, in turn, what staff will expect of parents. If parents/carers wish to contact school, it is usual practice to:

- contact your child's class teacher
- if the concern remains, contact the school's Senior Management Team.
- if still unresolved, contact the Head Teacher.

### **Conduct of Staff When Communicating with Parents/Carers**

All employees within Ratray Primary School follow Perth and Kinross Council's [Customer Service Standards](#) and the Perth & Kinross Council employee code of conduct. Additionally, teaching staff adhere to the General Teaching Council's (Scotland) Code of Professionalism and Conduct. Staff are expected to communicate with parents, carers and other stakeholders:

- in an open and honest manner
- objectively and with integrity
- in a respectful manner.

We have extremely high expectations regarding conduct of staff when communicating with parents and carers and we respectfully ask the same of everyone else when communicating with staff.

We recognise that the relationship between our school and parents/carers is a partnership. We also recognise that everyday frustrations can cause misunderstandings or unhappiness about decisions, and this can have a negative impact on school-parent relationships. However, it is of utmost importance that we remain committed to resolving difficulties in a constructive manner through open and positive dialogue.

### **Conduct of Parent/Carers When Communicating with Staff**

In all verbal (face-to-face, telephone, online Teams) or written (letters, email) communications with staff, we request that parents/carers are

- polite
- respectful
- non-confrontational
- solution-focussed

We must insist that parents and carers do not:

- insult staff members
- attempt to discredit their professionalism
- threaten or offend staff
- use inappropriate language
- damage school property

### **Use of Social Media**

Many people take part in online activities and social media. School makes good use of our Website, Facebook page, School app and text messaging service. Our Parent Council also has a Facebook page. All these platforms are an excellent source of information, knowledge, support and advice. We encourage you to positively participate in these. However, when using any form of social media, we ask that you use common sense when discussing school life online. We take a great pride in our school and work hard to ensure our school, and our learners, have positive reputation in the local and wider community. Inappropriate use of social media platforms can be very damaging to our reputation and to our community.

We respectfully ask that social media, whether public or private, will **not** be used to:

- fuel campaigns
- raise matters relating to your own child
- voice complaints about the school
- voice complaints about staff, parents or pupils
- identify or post images (including video) of staff or pupils
- insult or attempt to discredit staff members
- post defamatory or libellous comments
- bring the school into disrepute

### **Actions School Staff May Take If Communication is Inappropriate**

It is hoped that by setting out clear expectations of conduct parents/carers will treat members of staff in the same respectful manner that we treat parents/carers with and that this will foster strong school-parent relationships. However, if a parent/carer communicates with staff inappropriately, there are a number of options which may be taken by staff. We may:

- terminate a discussion either face-to-face, online or whilst on telephone
- invite the correspondent into school to resolve
- invoke an individual communications protocol
- submit a Violence and Aggression report to Perth and Kinross Council
- invoke Perth and Kinross Council's Unacceptable Actions Policy
- inform Perth & Kinross Council - including Legal Services
- inform Police Scotland

Ultimately, inappropriate behaviour may result in a ban from the school premises.

### **Actions Parents/Carers May Take If Communication is Inappropriate**

We will always endeavour to alleviate concerns or solve problems through dialogue with parents/carers. However should you remain dissatisfied complaints can be made by following the [Perth & Kinross Council complaints procedure](#).