



Policy for

COMMUNICATIONS and E-MAIL

Responsibility

All Staff

Aims

1. To provide clear guidelines for effective communication with all stakeholders including students, staff, parents, governors and the local community.

Objectives

1. To ensure the college communicates effectively with its stakeholders.
2. To ensure all communication is done in a professional and appropriate manner.
3. To ensure all communications project a professional image of the college.
4. To prevent problems arising due to poor communications.

Guidelines

All communications should

1. Reflect the ethos of the college
2. Be immediately recognisable as originating from EBC
3. Be written in plain simple English, free from spelling mistakes and grammatical errors
4. Be professional & conform to professional guidelines as issued by Department for Education or other professional bodies
5. Be clear about the purpose and content of the message
6. Be sent in the most appropriate and timely manner
7. Offer a means to reply/contact the college
8. Have been checked before being sent/published
9. Be recorded in a way that can be tracked if necessary
10. Adhere to the law, ie not be libellous, racist, offensive, infringe copyright or breach confidentiality

Evaluation

1. The effective use of Communication should be reviewed regularly to take into account changes in legislation, the changing use of technology to communicate and changes in style

Guidelines for different methods of communication are available. Staff should refer to these where appropriate.

Staff should also refer to the College's eSafety Policy and the Acceptable use of Email Policy.

Appendix A - Acceptable use of emails

Objectives

1. To ensure College email use complies with legal requirements
2. To recognise the importance of proper email communication.
3. To provide guidelines to staff on best practice in the use of email

Guidelines and Implementation

1. Although quick and easy and often a very effective method of communication, emails should be treated in the same way as a letter
2. It is illegal to send or forward offensive, racist or obscene remarks by email
3. Do not use or give out personal email addresses for work-related communications
4. Use proper English, avoid slang, text speak and check for spellings
5. Delete previous email conversations if they are not relevant to this discussion
6. Do not give out email addresses or copy recipients without permission.
7. Do not share information that has been given to you in confidence in another email either inadvertently by forwarding the original email or by cutting and pasting it into a new document
8. All Staff email: Should only be used if you really need to email ALL STAFF. Do not use it if you only need to email some staff, try and target your emails to the relevant people
9. Do not overuse the red exclamation mark for urgency (TIP: you can flag urgent emails in your in box)
10. Do not type in Capitals
11. Set up an email signature so every email you send includes your name, your position, a telephone number (can be the main college number) and Ernest Bevin College
12. Read emails before you hit send. If necessary emails should be checked by a line manager before they are sent.



Summary of guidelines for acceptable use of different methods of communication



LETTERS	Should be printed on EBC headed notepaper	Written in plain English free from spelling mistakes and grammatical errors	Addressed, dated & signed	Include contact details for reply	Should be checked & signed off by line managers	Prepared & distributed in good time	Distributed effectively (include a copy for office staff)
EMAILS	Should be sent from EBC email address not personal accounts	Should be treated as an informal letter, ie use proper English & avoid slang	Include an email signature with your contact details at the College	Do not cc or bcc recipients without their knowledge	Mark as urgent only if the message really is urgent	Should be read & checked before being sent	Distributed with care (eg delete any previous email chain) & should contain nothing offensive, racist or libellous
PHONE CALLS	Make calls from College phones or mobiles not personal numbers wherever possible	Be polite & professional when calling on behalf of the College	Speak clearly & state you are calling on College business and give the reason for your call	Give your name and number to the person you are speaking to	If you reach voicemail or answer machine leave a brief message summarising the reason for your call & your name & number for reply	Pass on telephone messages accurately and promptly	Keep a log of any calls made & inform a line manager of any issues arising
MEETINGS	Should be conducted in a professional manner and confrontations avoided	Introduce those present at the beginning of the meeting	Be clear about the purpose of the meeting	Find an appropriate space to hold meetings particularly if confidential matters need to be discussed	Ask a colleague to attend if you need support or would like someone to listen to the conversation	Summarise points agreed at the meeting and record these points with date and time of meeting. Inform line manager as appropriate	If agreement can not be reached, agree to a course of action to proceed (eg a follow up meeting with other staff involved)
AUTO TEXT	Must be approved by the Principal before sending	Should be used to publish short notice changes or reminders for events	Should be clear & concise and include relevant details eg time, date, place	Should be signed from Ernest Bevin College	Targeted to staff, parents, individual year groups or whole college as required	Can be sent by SD or PR	

<p>INTERNAL COMMUNICATIONS</p>	<p>Standardised in-house forms (found in staff room/office) should be used</p>	<p>Forms should be completed & given to Line manager/Principal in good time for approval</p>	<p>Staff should check Staff Week, Staff Briefing Notes, Bevin News etc for relevant information (displayed on the notice board each week & circulated by email</p>	<p>Notices should be displayed on noticeboards (not walls) and cleared/updated regularly</p>	<p>Agendas for meetings should be circulated in advance to all team members</p>	<p>Minutes should be circulated after meetings and a copy given to the Principal for reference.</p>	<p>Every effort should be made to respond promptly to requests for information</p>
<p>WEBSITE</p>	<p>Should reflect ethos and values of the college and act as a 'shop front' to the external world</p>	<p>Should comply to latest government regulations eg Ofsted guidance on school websites</p>	<p>Should be updated regularly to include notices and reports of activities taking place in College</p>	<p>Should act as a resource for parents and those wishing to find out about the college</p>	<p>Staff should supply photos and other relevant material to communications manager for use on the website</p>		
<p>PUBLICATIONS eg Prospectus, 6th Form Prospectus, Bevin magazine, Phoenix magazine, Principals' Report to Governors, Year Books etc</p>	<p>Should be recognisable as EBC publications and reflect the ethos of the college</p>	<p>Should be produced and updated regularly</p>	<p>Should comply with latest government regulations (eg information to be included in a prospectus)</p>	<p>Should be written in good English and not contain offensive, obscene or racist language</p>	<p>Should be proof-read and checked with a line manager before being printed</p>	<p>Should be printed to a professional standard</p>	<p>Should be distributed in a timely and cost effective manner</p>
<p>SOCIAL MEDIA</p>	<p>Staff and students should be educated on the safe use of social media (eg using privacy settings)</p>	<p>All staff have a duty to report and manage any incidences of misuse of social media or cyber-bullying through normal college procedures and inform the Principal as appropriate.</p>	<p>Staff should not link, follow or friend students or parents using their personal profiles on social media. Staff should make no reference to links with EBC on personal profiles.</p>	<p>False accounts purporting to represent EBC or members of staff will be reported and closed down</p>	<p>Access to social media sites is restricted on College equipment</p>	<p>Incidents of Cyber bullying or other anti-social or illegal activity will be treated in accordance with the College behaviour policy</p>	<p>Staff should familiarise themselves with the eSafety policy and Acceptable Use of Email policy and be vigilant for new uses of social media which contradict the College's ethos.</p>