



*working together for all our children*



<b>Name of organisation</b>	<b>Church Hill Nursery School and Low Hall Nursery School</b>
<b>Statutory responsibility for approval</b>	n/a
<b>Who reviewed this Policy?</b>	Sandra Campbell
<b>Statutory review timetable</b>	n/a but review in line with the e-safety Policy and Data Protection Policy and Freedom of Information Publication Scheme
<b>Policy review Date</b>	Summer 2017
<b>Date of next Review</b>	Summer 2018

<b>Communications Policy</b>
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**1. In these schools:**

- We give full consideration to issues of mental, physical, sensory impairment and the literacy skills, language and confidence of all our families when accessing our information and services. Language will be kept simple, and where possible e.g. on the website, translation into other languages will be made available.
- We follow our equalities and special educational needs policy, '**Different but Equal**' in seeking to be inclusive and accessible to all.
- We follow London Grid for Learning's Policies for the 'Use of digital images and videos' and 'The use of social networking and on-line media'. These are included in this policy.
- We follow the London Grid for Learning's **e-safety Policy**. This, together with our Data Protection Policy, sets out how we safeguard the security of all information we produce and publish.
- All staff sign the school's **Acceptable Use Policy** as part of their induction and then on an annual basis. This sets out their responsibilities regarding their digital life.
- Where applicable and available, we produce materials in accordance with LBWF guidance, including the LBWF logo.
- Visual communication is important to us, and we will use the logos and templates that have been developed to help people recognise material that we produce.
- We use whatever means are available and appropriate to publicise our activities and news. The information we seek to communicate includes ethos and values, location and contact details, Organisational structure, Governance, Admissions, events, courses, details of projects, incidents e.g. a case of chickenpox, and useful links.

## 2. Particular media:

### Noticeboard

The noticeboards in the Nursery Schools are used for messages that nursery parents need to know about, as well as advertising information and events that might be of interest to them.

### Text messaging

This is used to get messages to parents and carers that are particularly urgent or short-notice.

### email

This is used to get messages to parents for them to consider.

### Website

Our website provides our wider community with information that they will find helpful with regard to the nurture of children under 5. This includes information about our ethos and values, how our Nursery operates and the activities we as well as information and links that are in keeping with our ethos and values.

### Press Releases

Press Releases are used on occasion to share good news about things we have done. They are checked by the Head Teacher, and where appropriate, written in collaboration with LBWF Public Relations department.

### Social media

Our social media activity is on Facebook. We use this to improve our day-to-day contact with the families who use Church Hill Nursery School. It is our hope that NS page reaches families who will one day and who have in the past used our Nursery School.

We believe that Facebook allows us to communicate news about the day-to-day life of the School which might not find a place on the school newsletter or even the noticeboard on our website.

We publicise events via our Facebook pages as well as by our other routes.

We plan to develop a Facebook page for Low Hall Nursery School.

## 3. The use of digital images and video

To comply with the Data Protection Act 1998, we secure permission before we photograph or make recordings of a child

- We follow the following rules for any external use of digital images:
  - **If the pupil is named, we avoid using their photograph.**
  - **If their photograph is used, we avoid naming the pupil.**
- Where showcasing examples of pupils work we only use their first names, rather than their full names.
- If showcasing digital video work to an external audience, we take care to ensure that pupils aren't referred to by name on the video, and that pupils' full names aren't given in credits at the end of the film.
- Only images of pupils in suitable dress are taken.
- Staffs are not allowed to take photographs or videos on their personal equipment.

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- Examples of how digital photography and video may be used at school include:

- A child being photographed (by the class teacher or teaching assistant) as part of a learning activity;  
e.g. taking photos or a video of progress made by a nursery child, as part of the learning record, and then sharing with their parent / guardian.
- A child's image being used for presentation purposes around the school;  
e.g. in class or wider school wall displays or PowerPoint® presentations.
- A child's image being used in a presentation about the school and its work in order to share its good practice and celebrate its achievements, which is shown to parents, schools or educators;  
e.g. within a CDROM / DVD or a document sharing good practice; in our school prospectus or on our school website.
- In rare events, a child's picture could appear in the media if a newspaper photographer or television film crew attends an event.
- If we, or a child's parents/carers actually wanted a child's image linked to their name we would contact the parents/carers separately for permission, e.g. if a child won a national competition and wanted to be named in local or government literature.

#### 4. The use of social networking and on-line media

This school asks its whole community to promote the 3 commons approach to online behaviour:

**Common courtesy**

**Common decency**

**Common sense**

*How do we show common courtesy online?*

- We ask someone'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 can be considered as being **intimidating, racist, sexist, homophobic or defamatory**. **This is cyber-bullying** and may be harassment or libel.
- When such comments exist online, we do not forward such 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 make sure we understand changes in use of any web sites we use.

- We block harassing communications and report any abuse.

Any actions online that impact on the school and can potentially lower the school's (or someone in the school's) reputation in some way or are deemed as being inappropriate will be responded to.

In the event that any member of staff, student or parent/carer is found to be posting libellous or inflammatory comments on Facebook or other social network sites, they will be reported to the appropriate 'report abuse' section of the network site.

*(All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report contact or activity which breaches this.)*

In serious cases we will also consider legal options to deal with any such misuse.

The whole school community is reminded of the CEOP report abuse process:

<https://www.thinkuknow.co.uk/parents/browser-safety/>

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The Governing Body Approved this policy on date: 22.6.17

Signed:



Chair of Governors

Signed:



Headteacher