



ST SERF'S PRIMARY SCHOOL and ELC

COMMUNICATION POLICY

2026 / 2027



**Clackmannanshire
Council**

www.clacks.gov.uk

Comhairle Siorrachd
Chlach Mhanann



ST. SERF'S PRIMARY
SCHOOL

Clackmannanshire Council

Rationale

At St Serf's Primary School and ELC, our school values of Respect, Compassion, Ambition, Honesty and Resilience underpin all that we say and do. Our aim is to ensure these values are visible throughout our school community, fostering a positive environment for learners, staff, and families alike by working together towards a common goal.

Effective communication lies at the heart of strong school-home partnerships and is fundamental to ensuring the best possible outcomes for all learners. This policy sets out our shared expectations and approaches to communication at St Serf's.

Communication is vital to supporting and promoting the rights of the child, aligning closely with the United Nations Convention on the Rights of the Child (UNCRC):



Our aim is to build a school environment that facilitates high-quality communication between home and school. Through this, we hope to overcome any barriers, promote openness and transparency, facilitate an open-door policy, and enable families to share genuine concerns and see improvements happen.

Expectations for all

With regards to all communication between staff, pupils, and families, we expect mutual kindness and respect. We are all working together to achieve positive outcomes for the learners in our school.

Under no circumstances will aggressive or abusive behaviour be tolerated at St Serf's. If this occurs, meetings or calls will be terminated, and individuals will be asked to leave the premises.

The different ways to communicate with us

Phoning/speaking to admin at the school office

All important communications. For the most part, our office is manned, and important updates should be shared via the office, such as absences, appointments, or general queries.

Emailing the school (stserfs@edu.clacks.gov.uk)

Any important or relevant information. This inbox is checked daily by admin staff and then shared with relevant members of the team.

ClassDojo

Contacting your child's teacher directly with any class-related concerns. This chat is not always monitored continuously as staff are teaching during the school day, so immediate responses should not be expected.

Speaking to the Senior Leadership Team (SLT) / Headteacher, Depute Headteacher, Principal Teachers

SLT are always happy to meet with families regarding any questions or concerns. The best approach is to phone the school to arrange a callback or contact us via ClassDojo to schedule a meeting. We cannot guarantee availability for unannounced visits.

Speaking to class teachers

It is possible to catch the class teacher at the end of the school day, as early mornings are busy getting children settled. The easiest system is to message on ClassDojo to arrange a meeting.

School Contact Information

Contacting the school office by phone, email, or in person should be your primary route, as it is nearly always manned. Please use this to update us on holidays, absences, early pick-ups, or to arrange meetings.

- Phone: 01259 452214
- Email: stserfs@edu.clacks.gov.uk
- Website: <https://blogs.glowscotland.org.uk/cl/stserfs/>

ClassDojo

What is ClassDojo?

ClassDojo is a secure, private communication platform that connects teachers, parents, and students to bridge the gap between home and school. Available via app or web, it helps families stay closely involved in their children's daily learning journeys.

Key Features for Parents

- Real-Time Messaging: Securely chat with teachers without sharing personal phone numbers, complete with built-in translation.
- Class & School Stories: View photos, videos, and important announcements to see daily classroom activities and events.
- Positive Reinforcement: Celebrate digital "Dojo points" awarded for positive behaviours and strong learning habits.
- Safety & Compliance: ClassDojo is a closed, COPPA- and GDPR-compliant network where only verified family members and school staff can view shared content.

Specific Guidance on Features

Class Story: Used by class teachers and staff to share information exclusively with the families of that specific class.

School Story: Used by staff to post information for the whole school, such as whole-school event details.

Messages: You may message any member of staff directly. Please note:

- Staff will only respond during the working day (roughly between 8:30 AM and 4:30 PM, depending on individual working hours).
- You are welcome to message outside these hours to suit your schedule, but staff will only reply during the designated working hours.
- As per our school expectations, communications must remain respectful and courteous.

Writing Comments: Comments can be made on ClassDojo posts, but please remember these are visible to everyone in the class or school depending on the post. We promote a culture of positivity and respect and expect comments to reflect this.

Inappropriate Content: Should any comments or messages be inappropriate or aggressive in nature, the individual will receive a ban from ClassDojo and will only be restored after attending a meeting with the SLT to review this policy. Important school updates will still be shared via alternative means such as email or letter.

Speaking directly with staff

Whether in an organised meeting or a quick chat at the beginning or end of the school day, staff are always happy to help wherever possible. Our core belief is that school staff and families share the exact same goal: the best possible outcome for our learners. This shared vision remains at the forefront of all decision-making.

At times, staff may not have all the relevant information immediately or may need time to look into a query. We appreciate your support and patience in these circumstances so we can ensure you receive the most accurate information. This may occasionally involve pausing a conversation or meeting and reconvening at a later date.

Conclusion

At St Serf's, we truly believe that working together makes all the difference for our children. This policy is all about making sure our communication is open, respectful, and easy for everyone. By staying connected through the right channels—whether that's a quick message on ClassDojo, an email, or a chat with the office—we can make sure every family feels heard and supported. Ultimately, we are all on the same team, working hand-in-hand to ensure your child has a happy and successful school experience.

Monitoring and Review

This version of St Serf's Primary and ELC communication Policy was created in August 2026.

It is due for review in August 2028.