



Parent Communication and Social Media Policy

Reviewed: December 2025
Review Due: December 2026

Kingshill Infant School

Parent Communication and Social Media Policy

Approved by: Headteacher (Elliott Plumb) and Chair of Governors (Adam Guest)

1. Introduction

Kingshill Infant School is committed to positive, respectful and effective communication with all families. The partnership between home and school is vital to each child's wellbeing, learning and safety.

This policy outlines expectations for how parents and carers communicate with the school and how they conduct themselves on social media and messaging platforms.

By enrolling your child at Kingshill Infant School, you agree to the principles contained within this policy.

Our school value of Respect must be upheld at all times, both in person and online.

2. Communication With School

2.1 General Principles

- The school aims to respond to emails within 5 working days (term time only).
- Staff are not obligated to respond to messages during evenings, weekends, or school holidays.
- For urgent matters, please telephone the school office on 01920465349, rather than email. Do not use the class emails for urgent matters or complaints.

2.2 Who to Contact:

Learning or Pastoral Concerns:

- First point of contact: Class Teacher (contact via the school office). Class emails may be used for practical updates, but not for concerns or complaints.

- If unresolved: Phase Leader (Tracey Tomlin in EYFS and Jenny Milbourn in KS1)

- If still unresolved: Headteacher (Elliott Plumb)

After the headteacher has dealt with your concerns, if you still feel the matter has not been resolved, you can contact the Chair of Governors, Adam Guest and use our formal complaints procedures.

When to use the class emails:

- if you have any concerns about your child's learning
- if you have a low-level concern, e.g. friendship issue, need clarification about an incident
- to inform the class teacher of a change in pick up arrangements e.g. a grandparent will be collecting them every Wednesday. This should also be sent to the Admin email so they can update information on Arbor. If pick up arrangements change during the day, please email or call the Admin team. Class teachers do not access emails during the day.
- to reply to a request by the teacher e.g. help for a trip.

You may be able to talk to the teacher at drop off and pick up time. If the teacher cannot talk at that time then they may ask you to email or they may call you during the day.

Call the admin team:

- -if you have a concern/ complaint that needs to be referred to the phase leader or headteacher (Mrs. Tomlin for Nursery and Reception, Mrs. Milbourn for Year 1 and Year 2).
- -if you need to talk to the class teacher about an issue with your child and would prefer to talk to the teacher rather than email.
- -If you have changes to your child's health including any changes to emergency medication.
- -if you have any general enquiries

Other Queries

- Absence, medical updates, collection arrangements: School Office

- SEN matters: SENCo (senco@kingshill.herts.sch.uk)
- General enquiries: School Office

2.3 Complaints Procedure

Complaints must not be shared on social media or parent WhatsApp groups. Instead, follow:

1. Class Teacher
2. Phase Leader
3. Headteacher

3. Conduct and Respect

3.1 Expected Behaviour

All staff have the right to work free from abuse or harassment. We will not tolerate:

- Aggressive, threatening or abusive behaviour
- Raised voices, intimidation or harassment
- Discriminatory or derogatory language
- Persistent unreasonable demands
- Any form of online abuse

3.2 KCSIE 2025 and Safeguarding Responsibility

Under Keeping Children Safe in Education (KCSIE) 2025, schools must address behaviours that undermine staff wellbeing or present safeguarding risks.

Any breach of this policy will be recorded as a safeguarding concern. A formal record will be kept.

3.3 Possible Actions

Responses may include:

- Ending a meeting or call
- Restricting communication
- Asking a parent to leave the premises
- Involving external agencies
- Legal action

4. Social Media and WhatsApp Groups

Parents must not:

- Post abusive or defamatory comments
- Name or discuss other children
- Use platforms to raise concerns or complaints
- Share screenshots in harmful contexts
- Spread rumours or unverified information

Parents are encouraged to:

- Use WhatsApp groups for practical matters only
- Redirect concerns through the correct channels
- Notify the school of inappropriate content

Posts that violate this policy will be recorded as safeguarding concerns.

5. Safeguarding Considerations

Parents must not share photos, identifying information, or sensitive safeguarding content.

6. Agreement to the Policy

By enrolling your child at Kingshill Infant School, you agree to:

- Communicate respectfully
- Follow correct communication procedures
- Use social media responsibly
- Uphold Respect at all times

- Accept that breaches of the above policy will be logged as safeguarding concerns under KCSIE 2025. In extreme circumstances, we may make a referral to Children's Services.