

# Communication Strategy

| Channel   | Intended Recipient  | Purpose   | Frequency                    |
|---|---|---|------------------------------|
| <b>Social Media<br/>(Twitter &amp; Instagram)</b> | Parents (current and future)<br>Staff (current and future)<br>External Partners                                   | Celebration of what we do at Lyndhurst.<br>Promotion of how we enact our values.  | Daily Updates – week days.   |
| <b>Parent Information Pack</b>                    | Parents (current)   | Sign posting to key information on website. Providing answers to FAQ.   | Half termly moving to annual |
| <b>The Scoop- Weekly News</b>                     | Parents<br>School Governors<br>Staff (secondary)  | Upcoming Dates (next two weeks).<br>Thanks for past week.<br>Highlighting upcoming events (that week).<br>Non-urgent changes e.g. shift in lunch times. |                              |
| <b>Letters - emailed</b>                          | Parents (current and future)  | Providing information such as trips, clubs and events.  |                              |
| <b>Website</b>                                    | Parents (current and future)<br>Staff (current and future)<br>External Partners<br>Inspectors / External scrutiny | Evidencing compliance.<br>Year group newsletters/timetables/news.<br>Key dates.   |                              |
| <b>SMS</b>  | Parents (current)<br>Staff (current)  | Urgent messages   |                              |
| <b>WhatsApp</b>                                   | Staff (current)   | Urgent changes – same day (morning).<br>Absences—logistical arrangements.   |                              |
| <b>Staff Bulletin</b>                             | Staff (current)   | Deadlines for next fortnight.<br>Actions & For Your Information pieces  |                              |
| <b>Emails</b>                                     | Parents (current)<br>Staff (current)  | Informal communication.<br>Staff only (identify as Action or FYI)   |                              |

**\*\* All letters must be approved by the Core Leadership Team**



**Empathise**



**Adapt**



**Solve**

# Communication Strategy

Letters:

| Autumn One   | Autumn Two                                   | Spring One                                  | Spring Two                                | Summer One                                  | Summer Two  |
|--|--|---|---|---|---|
| Flu Immunisation                                   | Nursery – reminder of deadline for reception | Year Six Leavers Info- yearbook etc.        | Reports Information                       | Year 6 Production Info                      | Careers Week Invite   |
| Phonics Workshop                                   | Times Table Check Information                | Parents Evening                             | SEND Coffee Morning                       | SEND Coffee Morning                         | School Journey Info – Yr5   |
| EYFS Treasure Hunt                                 | SEND Coffee Morning                          | Phonics Coffee Morning                      | Clubs Offer                               | Playground Proms & Summer Music             | Years 6 Leavers Disco & BBQ Details   |
| Meet the Team Meeting info/slides                  | Reports- data                                | Book Week ????????                          | Parents Evening                           |   | Nursery: home visits, stay and play & staggered start.  |
| Nursery – how to sign up for Reception & open days | Clubs Offer                                  | Spring Music Concert                        | Parent & Staff Survey                     | Sports Day                                  | Nursery & Reception- welcome to our school letter.<br>Reception: parents meeting, tea party, meeting date, staggered start, entry profile request & office information. |
| Open Days  | Secondary School application reminder        | Term Date & Celebration Calendar Update     |   | Term Date & Celebration Calendar Update     | Staffing for next academic year.  |
| Yr. 6 SATS & School Journey Meeting                | Winter performances                          | Trips                                       |   | Trips                                       | Reports Information   |
| Consent forms and home school agreement.           | Online training reminder                     | Parents Evening Booking                     | Secondary School Transition Meeting Times | How to use online apps guidance & passwords | SDP Update to parents.  |
| Parent info Guide                                  | Reports Information                          | How to use online apps guidance & passwords |   |   | Clubs Offer   |

## Communication Strategy

|   |                       |  |  |  |                        |
|---|-----------------------|--|--|--|------------------------|
| Key Dates                                   | Parent & Staff Survey |  |  |  | Peri Offer             |
| Staff Handbook                              |                       |  |  |  | FOL fundraising update |
| Staff PPA/ MDS/ PD schedules                |                       |  |  |  | Parent & Staff Survey  |
| Staff Online training schedule              |                       |  |  |  |                        |
| Staff Parking requests                      |                       |  |  |  |                        |
| Parents Evening Booking                     |                       |  |  |  |                        |
| FOL Info & LGB Info                         |                       |  |  |  |                        |
| How to use online apps guidance & passwords |                       |  |  |  |                        |
| Weekly SCOOP- Weekly News                   |                       |  |  |  |                        |
| Weekly Nursery & EYFS Newsletter            |                       |  |  |  |                        |