

THE BRITISH SCHOOL OF BAHRAIN



Parent, Staff and Student Communication Policy

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1.0 Rationale

1.1. Communication among all members of the school community - staff, parents and students - and communication with others outside the BSB community - should be

1.1.1. Clear

1.1.1.1. Keep in mind that English may not be the first language of the recipient.

1.1.1.2. Arabic language may be used where appropriate, e.g. communication between an Arabic teacher and an Arabic-speaking parent - please provide an English translation to line management.

1.1.2. Timely

1.1.2.1. Written communication from parents, such as emails, should receive a reply within 48 hours at most.

1.1.2.2. If more time is needed, e.g. to gather information, then an acknowledgment should be sent in the first instance.

1.1.3. Consistent

1.1.3.1. If in doubt about how to reply to a communication, check with your line manager before communicating.

1.1.4. Respectful

1.1.4.1. The entitlement to common courtesy is both universal and unconditional, regardless of how strongly we might feel about an issue. Being right is not a licence to be impolite.

1.1.4.2. If we receive a communication that is not worded respectfully, we should not let its tone influence the nature of our reply. As a rule, do not reply immediately to such a communication - take time to think it over, seeking advice as necessary.

1.1.4.3. When emailing parents, please use the correct salutation, including the honorific Mr, Mrs, Dr, as appropriate.

1.1.5. Effective

1.1.5.1. The wording and voice should fit the purpose of the communication.

1.1.6. Confidential

1.1.6.1. where necessary

2.0 Appropriateness of communication channels

2.1. The official channels of communication used by the school are listed on the next page.

2.2. Social media platforms such as Facebook, Twitter and Instagram are used officially by the school to good effect. Individual staff members may be active on social media in their private capacities and there will inevitably be overlap with our professional lives. For example, some staff manage Twitter feeds and use them to share and disseminate educational tips and ideas. Provided these simple guidelines are followed, no difficulty should arise.

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- 2.2.1. **Staff members' private social media** feeds must be checked frequently by their owners to ensure privacy settings are suitably configured and unsuitable material is not on display - students and parents may come across such feeds and, in their eyes, staff members are always associated with the school.
- 2.2.2. **WhatsApp** is a quick and effective mode of communication between and among staff when there is insufficient time to email. However, it is not appropriate for staff to communicate with students and parents via WhatsApp. WhatsApp is not encouraged as a means of group communication among parents, as information thus disseminated can lack objectivity and is often unverified.
- 2.2.3. **Staff personal mobile numbers** should not be used to communicate with parents, except in an emergency when there is absolutely no alternative. Staff personal mobile numbers should not be shared with students. For school trips and off-site activities, a school mobile phone should be carried by the staff member in charge of the activity, and used to contact parents should the need arise.

3.0 Channels of communication

- 3.1. The BSB uses various channels depending upon the nature of the communication. Staff email addresses are given to parents at the beginning of each academic year via the school blog site.

Purpose of communication	Channels
SLT to staff	<ul style="list-style-type: none"> ● Daily notes, link emailed each morning ● Internal email ● Emergency phone tree, when needed ● Staff handbook (on Google drive) ● Tannoy announcement when needed
Teacher to parent	<ul style="list-style-type: none"> ● Telephone via school landline ● Email from BSB email ID ● Email via iSAMS
Teacher to student	<ul style="list-style-type: none"> ● Email using BSB email IDs (juniors and seniors) ● Google Classroom ● Blog (infants)
Student to teacher (juniors and seniors)	<ul style="list-style-type: none"> ● Email from student BSB email ID to teacher's BSB email ID ● Google Classroom
Staff to staff (school business)	<ul style="list-style-type: none"> ● Email from BSB email ID
Parent to school	<ul style="list-style-type: none"> ● Email to relevant staff member ● Telephone to Receptionist ● Email to Receptionist or PA

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	<ul style="list-style-type: none"> ○ Actioned by Receptionist or forwarded to relevant staff member ● Handwritten note to teacher via student ● iSAMS contact details update
School to multiple parents	<ul style="list-style-type: none"> ● School blog site, updated weekly ● BSB website, updated as required <ul style="list-style-type: none"> ○ Parent handbook ● Bulk email ● Bulk SMS ● Email via iSAMS ● iSAMS parent portal ● Booking system via CHQ for clubs, conferences
School to wider world	<ul style="list-style-type: none"> ● BSB website, updated as required ● Business Development <ul style="list-style-type: none"> ○ BSB official social media feeds <ul style="list-style-type: none"> ■ Facebook, Instagram, Twitter ○ Press releases

4.0 School contact details

4.1. Parents and students should use email as the normal form of communication with the school. In addition, students (juniors and seniors) should use Google Classroom for subject-based communication. This means that there is a written record of correspondence, and allows the school time to find out information required for a response. Meeting requests must be made via email or, in the case of planned parent-teacher conferences, via the school’s online booking system (CHQ).

Contacting school by telephone	Telephone number
Main Reception	+973 17610920
PA to Infants	+973 17610965
PA to Juniors	+973 17610950
PA to Seniors	+973 17610938

5.0 Time frame of email communication

5.1. Emails may be sent to school email addresses between the hours of 0600 and 2000 on working days. Emails sent outside this time frame will be read on the next working day.

6.0 Routine weekly communication (as per Safe Campus Handbook)

6.1. The British School of Bahrain is committed to maintaining proactive communications with the entire BSB community. Through regular communications we can build the school spirit and ensure that every child is benefiting from the outstanding education provided by the school.

6.2. Whole School communication

6.2.1. The school works hard to ensure that all parents are fully informed about the successes, developments and challenges associated with the School. The following schedule has been designed so that parents can be aware of communications:

6.2.1.1. **Saturday evening (normally 1800)** - A weekly BSB Operational Newsletter outlining pressing issues and actions needed for the week ahead

6.2.1.2. **Tuesday evening (normally 1800)** - Any additional letters or communications that need to be sent

6.2.1.3. **Thursday evening (ideally 1800, but depends on when the weekly blog is complete)** - A weekly BSB Blog which celebrates achievements of the week and provides inspiration. This blog contains the following sections:

1. Executive Headmaster’s Blog
2. Infant School Blog

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3. Junior School Blog
4. Senior School Blog
5. The Parent Community and Charity Committee (PCC) Blog
6. Elements Blog
7. The Student created magazine - *The Monthly*

- *Please also see the note below about Teacher / Year group communications on a Thursday.*

6.3 Should any parent have any questions, please contact your family's class/form teacher, who will happily answer any queries you may have. Alternatively, parents may e-mail questions@thebsbh.com.

6.4 If a parent has a concern which relates to the safety of a child please e-mail safeguarding@thebsbh.com and one of the trained safeguarding officers will respond appropriately.

6.5 Teacher / Head of Year communications

All individual parent communications will be acknowledged or answered within 48hrs. Individual issues will be resolved by teachers and pastoral leaders throughout the week. Class or Year Group communications will be on **Thursdays**, whenever possible. Please be alert to any class or year group instructions distributed.

7.0 Links to other policies that involve communication

- 7.1. [Link to Complaints Policy](#)
- 7.2. Link to Assessment and Feedback Policy
- 7.3. [Link to Code of Conduct](#)
- 7.4. [Link to Attendance & Punctuality Policy](#)
- 7.5. Link to Trips Policy