



مدرسة البراعم العامة  
Buds Public School



## School Communication Policy

### 1. Policy Statement

Buds Public School Dubai is committed to maintaining clear, timely, transparent, professional, respectful, and effective communication among all stakeholders to ensure student success, safety, well-being, and operational excellence.

#### Effective communication plays a critical role in:

- Enhancing student learning outcomes
- Strengthening parent-school partnerships
- Ensuring child safeguarding
- Supporting staff collaboration
- Maintaining transparency and trust
- Meeting KHDA and UAE regulatory expectations

#### The school believes that communication must always be:

- Accurate
- Timely
- Respectful
- Confidential
- Professional
- Inclusive
- Solution-oriented
- Child-centered

### 2. Purpose

#### This policy aims to:

- Establish clear communication protocols
- Define approved communication channels
- Improve parent engagement
- Ensure confidentiality of student information
- Prevent communication gaps
- Address complaints professionally
- Strengthen crisis communication procedures
- Promote positive school culture

### 3. Scope

#### This policy applies to:

- Students
- Parents/Guardians
- Teachers
- Teaching Assistants
- School Leadership Team
- Administrative Staff
- Support Staff
- External Vendors

- Transport Team
- Healthcare Team
- External Authorities (KHDA, MOE, DHA, Civil Defence etc.)

#### **4. Communication Objectives**

**The school communication system shall ensure:**

- Academic Communication
- Student progress updates
- Assessment reports
- Homework communication
- Curriculum updates
- Examination schedules
- Intervention plans

#### **Behaviour Communication**

- Student discipline concerns
- Positive behavior recognition
- Attendance issues
- Classroom expectations

#### **Safety Communication**

- Emergency alerts
- Child protection matters
- Transport emergencies
- Medical emergencies
- School closure notices

#### **Operational Communication**

- Fee reminders
- Holiday announcements
- School events
- Timetable changes
- Policy updates

#### **5. Approved Communication Channels**

**Official communication must only occur through approved channels:**

##### **Internal Communication**

- Official school email
- Staff meetings
- Department meetings
- SLT meetings
- Circulars
- Internal ERP systems
- Notice boards

##### **Parent Communication**

- Official school email
- SMS alerts
- Parent portal
- School app

- Official WhatsApp broadcast (if approved)
- PTMs
- Phone calls

### External Communication

- School website
- Official social media pages
- KHDA portal
- MOE portal
- Press communication (only Principal approval)

## 6. Communication Response Timeline

Communication Type	Expected Response Time
Emergency issues	Immediate
Parent email inquiry	Within 24 hours
Academic concerns	Within 48 hours
Complaint resolution	Within 3–5 working days
Internal staff communication	Same working day

## 7. Roles and Responsibilities

### Principal

- Final authority on official communication
- Crisis spokesperson
- Media approvals
- Strategic announcements
- SLT
- Monitor departmental communication
- Handle escalated parent concerns
- Ensure communication quality

### Teachers

- Maintain regular parent communication
- Share academic progress
- Report concerns immediately

### Admin Team

- Circular distribution
- Attendance communication
- Documentation support

### Safeguarding Team

- Handle sensitive child protection communication confidentially

### **Transport Team**

- Route updates
- Emergency transport communication

### **8. Parent Communication Protocol**

#### **Parents should be informed regarding:**

- Student progress
- Behaviour concerns
- Attendance issues
- Exam schedules
- School activities
- Emergency closures
- Fee deadlines

#### **Parents are expected to:**

- Communicate respectfully
- Follow appointment procedures
- Avoid classroom disruption
- Use official channels only

### **9. Staff Communication Expectations**

#### **All staff must:**

- Use professional language
- Avoid gossip/misinformation
- Maintain confidentiality
- Respect hierarchy
- Follow escalation procedures
- Avoid emotional communication during conflicts

### **10. Digital Communication Policy**

#### **Staff must not:**

- Use personal social media for school communication
- Share confidential student data
- Post student images without permission
- Use unofficial communication groups

**All digital communication must remain professional.**

### **11. Social Media Communication**

#### **Only authorized personnel may post on:**

- Facebook
- Instagram
- Website
- LinkedIn
- Promotional platforms

**Content must align with school values and UAE regulations.**

## **12. Confidentiality & Data Protection**

**All communication must comply with:**

- UAE privacy regulations
- KHDA expectations
- Student confidentiality laws

**Confidential records must never be shared without authorization.**

## **13. Complaint Handling Procedure**

- Step 1: Teacher resolution
- Step 2: HOD/Phase Leader review
- Step 3: SLT intervention
- Step 4: Principal review
- Step 5: External authority (if required)

**All complaints must be documented.**

## **14. Crisis Communication Protocol**

**During emergencies:**

- Principal becomes official spokesperson
- Parents informed immediately
- Staff informed through internal channels
- Authorities contacted where necessary

Examples:

- Health emergencies
- School closure
- Security threats
- Transport incidents
- Child safeguarding emergencies

## **15. Student Communication Expectations**

**Students must:**

- Use respectful communication
- Follow digital etiquette
- Report bullying
- Respect diversity
- Avoid misuse of online platforms

## **16. Language Accessibility**

**Communication should be accessible in:**

- English
- Arabic

**Additional support may be provided where needed.**

## **17. Record Keeping**

**The school will maintain records of:**

- Parent meetings
- Complaint logs
- Warning letters
- Attendance calls
- Safeguarding communication
- Emergency communication logs

## **18. Monitoring and Evaluation**

**This policy will be monitored through:**

- Parent surveys
- Staff surveys
- KHDA recommendations
- Communication audits
- Complaint analysis

## **19. Non-Compliance**

**Failure to follow this policy may result in:**

- Verbal warning
- Written warning
- Disciplinary action
- Escalation to leadership

## **20. Policy Review**

**This policy will be reviewed annually or earlier if required by:**

- KHDA updates
- UAE regulations
- School operational needs

**Policy code: BPS/026/2026**

**Policy Created: September 2026**

**Effective from: April 2026**

**Reviewed By: SLT/ Head of Teaching and Learning**

**Next Review: March 2027**

**Approved By: Mr. Donald Weilson (Principal)**