

<Creative Academy>

<Students Communications Policy>

Overview

A Student communication policy establishes guidelines for open, respectful, and secure interaction between students, staff and visitors. They typically mandate professional tone in emails, outline acceptable social media use, protect data privacy, and define expected response times. This policy aims to foster an inclusive environment, reduce spam, and ensure clear communication.

Key elements of the Student Communications Policy include:

- **Professional Communication:** Communications should be honest, professional, and respectful. Professional language is expected in emails, and personal communication should avoid harassing staff or other students.
- **Official Channels:** Policy mandates the use of official institution email addresses for all correspondence to maintain security and ensure information is received.
- **Social Media Usage:** Students are advised to protect confidential information and ensure personal views expressed online do not bring the institution into disrepute.
- **Data Protection & Privacy:** Adherence to data protection laws is paramount, and consent is required for sharing photos or personal information of others.
- **Respectful Environment:** Policy promotes inclusive communication, particularly to support learners with special needs, by fostering a welcoming and safe environment.
- **Communication Timeliness:** Policy sets expectations for when students can expect responses, encouraging timely communication from both sides.

Communications policies are crucial for maintaining a positive, transparent, and safe academic environment.

Context

The Creative Academy student communication policy has been developed to:

- set expectations and manage the flow of communications for staff to students
- facilitate meaningful and necessary communication for the programme
- provide guidance to staff for handling information, news and updates for students
- reduce the risk of ineffective communication, misunderstandings, conflicts and ease uncertainties
- ensure all staff are aware of how communications are best conducted
- ensure students know where to check for information, news and updates
- ensure staff understand who is responsible for which aspects internally and externally
- Maximise opportunities in the virtual learning environment (VLE)

Ensure all communication:

- Meets the 5 C's where applicable. (complete, compelling, clear, concise and consistent)
- Know your goal and state it clearly
- Use the correct tone for your purpose
- Keep language simple (put yourself in readers shoes)
- Use appropriate language, attention and informality.
- Write for your audience
- Stay on topic and keep it concise
- Sent in a timely manner giving students as much notice as possible
- Have someone proof read your writing

Forms of communication to students:

- **Email** – everything formal, important information, timetables / term dates, surveys, feedback, request for data, documents or other.
- **Facebook** – Social aspects of the programme, interesting articles we think would be useful, general reminders, zoom codes for online learning / lectures / sessions (because you can access on computer & phone),
- **Whatsapp** – general reminders and instant urgent information such as staff member late/absent
- **Student area** – Non public facing policies, procedures, module study guides & all course related information such as handouts. (student log in required)
- **Website** – Policies & procedures (public facing) for current and potential students.

Where a student does not have access to a particular platform staff will need to make the Creative Academy Business Support Officer aware to have an alternative way to communicate. All requests with reasons must be put in writing by the student so staff can help / intervene.

Incoming communication from students:

- Verbal - Speak to your tutors, Head of year or any member of staff. You can also speak to your student representatives to act on your behalf.
- Email - Send email to info@creativeacademy.org or directly to staff member if known.
- Website - Use the contact us page to send a message.
- Whatsapp – use the appropriate group for messages such as running late. Do not use to report sickness or absence, this is to be reported using the absence form.
- Social Media such as Facebook, Instagram, Tik Tok – to share social aspects of the programme and public information such as shows.

Incoming communication by email allow 48 hours for response from full time staff and from *part time on the days they are working*. All freelance staff will reply back on days they are allocated to work.

All full time staff use will an appropriate out of office reply if they are unable to respond within the timescale or they are on annual leave, sick or other duties away from their normal place of work.

Reviewing this statement or policy

This policy or statement will be annually reviewed to ensure it is fit for purpose, up to date and effective. Student representation will be part of the process to ensure that it is fair and clear.

Any changes will be uploaded to the website, ensuring that it is accessible to prospective and current students. For general enquiries and/or complaints regarding this statement, please contact the Creative Academy using the information below:

- By phone - 01753 875400
- By email - info@creativeacademy.org
- By post - Creative Academy, 73a Stoke Poges Lane, Slough, Berkshire, SL1 3NY
- By website - using the contact us page on www.creativeacademy.ac.uk
- For complaints - please see the complaints process on the website