

P&F Communication Guidelines

Communication style

- Our tone is friendly and supportive of the school, the parent and carer body and our children who attend Stella Maris College (SMC)
- The P&F channels or meetings are not a platform to air complaints or grievances, we encourage that these are taken up with the school directly; we aim to build positive communications that support community building.
- As per the P&F Guidelines, our purpose is to create community at Stella Maris (not fundraise), and in light of this, we want to build a warm, welcoming and inclusive ethos.

WhatsApp Year-Level Groups

- To ensure we don't over-communicate and disengage our audience, we encourage no more than two weekly WhatsApp messages from P&F.
- Parents should not use WhatsApp groups to air complaints or grievances. As a school committed to relationships, the College always prefers direct communication with staff to discuss concerns or provide feedback.
- The school does not need to communicate with the P&F WhatsApp channels (no school notices). Parents should refer to staff emails and the College Newsletter as the official communication channels to parents.
- Parents may use WhatsApp groups to ask school-related questions. However, they should always defer to College staff as the authority.
- All posts and content are to be directly related to Stella Maris College. Admins have the authority to remove unrelated or business posts.
- All messages will be scheduled in the comms plan to ensure no over-communication, which is always visible to all P&F Exec and the school's Community Engagement Manager.
- WhatsApp channels will only be set up after agreement by the P&F Exec; consent for this can be done via the P&F exec channel and only by majority agreement.
- Year Level WhatsApp groups are managed by one parent/carer with tenure as 'Admin' for one year.
- In Mid-term 4, a call out to the year-level community to volunteer as coordinator for the new year will be made, and the role will commence at the beginning of the new year with an introductory message/welcome to the new year from the new co-ordinator.
- The year 12 WhatsApp channel will be closed after the students graduate.
- The incoming Year 7 WhatsApp representative recruitment will occur at the Year 7 Parent and Welcome and Information Evening in Term 3. Guidelines and recommendation on how to operate will be provided.

Email

- The P&F will leverage the school to send out emails on its behalf via the P&F email alias.
- Email is used to communicate more details on upcoming events and community-based activities that need more information.

- Email communication to the broader school should work with communications on the WhatsApp channel and as part of an overall campaign to drive event attendance.
- All emails are to be scheduled in the comms plan, which is always visible to all P&F Exec and the school's Community Engagement Manager.

School newsletter

- The newsletter is published weekly on a Thursday, and the P&F have space to communicate.
- All content is scheduled in the comms plan, visible to all P&F Exec and the school's Community Engagement Manager.
- The content deadline for copy and images is noon on Wednesday
- The copy should briefly describe what needs to be communicated, including any links.
- The newsletter should only be used to communicate a small amount of information; email is the correct channel for more extended forms of communication.

Social Media Groups

- Creation of any social media group/page/channel that includes the name 'Stella Maris College' (in any form) or the College logo must be approved by the College in the first instance
- Unauthorised social accounts should be referred to the Community Engagement Manager.