

Communicating during Covid-19

School guide

Focused school communication

It's important to keep your school communication focused during this time of uncertainty.

Now

- **Reassure:** leadership style and visibility is critical
- **Provide stability:** regular communication
- **Demonstrate care:** the right tone and things in place to support people
- **New ways of working:** the right technology and teaching

Six months onwards

- **Demonstrate care:** recognise what people have been through - thank them
- **Reassess and learn:** understand what did/didn't work during this period
- **Refocus:** share your new direction
- **Look/move forward:** talk about the future

Keep the right people informed

A systematic and planned approach

Audience/ stakeholder	Why?	When?	How? (examples)
Teachers/school team	Direction, support, demonstrate care, build trust, listen, connect	Regular weekly update Urgent updates as required Offer ongoing support	Email, Text if urgent, School team portal, Video conference call
Crisis Mgt Team	Coordinate all things Covid and ensure a joined up approach	At least weekly and as required	Video conference call, Email, Text if urgent
SLT	Direction, support, listen	Regular weekly update Urgent updates as required Offer ongoing support	Video conference call, Email, Text if urgent
Parents	Direction, support, demonstrate care, support home learning, listen	Regular weekly update from headteacher Urgent updates as required Support from tutors/teachers	Email, Text if urgent, Parent portal, Video updates from head/SLT School social media sites
Students	Direction, support, demonstrate care, support home learning, listen	Daily online learning and weekly community updates	VLE, Video conf get togethers by tutor group, Newsletter, School social media sites
Governors	Direction, support, listen	Regular weekly update Urgent updates as required	Video conference call, Email, Text if urgent
Local community	Demonstrate your care for the broader community	Once a month	Social media – local groups, Local media

Managing crisis communication

Ensure relevant school team members understand how to consistently communicate different types of information based on urgency and importance, including relevant sign offs. Here is an example.

RED

Urgent & important

How:

Direct text
Phone calls
Email
Opportunity for feedback
In regular communications
inc website

Sign off:

Headteacher, SLT and
Governors

Amber

Important

How:

Email and confirm receipt
as required
Opportunity for feedback
In regular communications
inc website

Sign off:

Headteacher (shared with
SLT and Governors for info)

Green

Good to know

How:

Newsletter
In regular communications
inc website

Sign off:

Marketing lead or other
relevant school team
member

Some final thoughts



We all deal with change in different ways and prefer different ways of communicating. For example, some will prefer bullet points, some will want to know about the people aspects, some will want to discuss things and some will want the full information and facts.



Focus on ensuring human basic needs are met – think Maslow's hierarchy of needs.



This is the time when school leadership comes into its own – this is the time to be visible, communicate and build relationships and trust.



Please contact us if you want to talk anything through.
We're on Zoom, phone, email or text and we'd love to help you
at this difficult time.

**We're here
to help**



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www.fit2communicate.com

About us

Over 40 years helping people to communicate



We help schools with:

- ✓ School team communication
- ✓ Parental engagement
- ✓ Change management
- ✓ Marketing & advocacy



Frensham Heights