

# Information Finder: help parents find what they need



## What it is and how it works

### School leaders tell us:

"We send out all the information – but parents still ask the same questions."

"Teachers are constantly interrupted for things that are already on the website."

"Parents say they don't know what's going on – but we sent it!"

**The real issue?** Parents can't *find* what they need, *when* they need it.

The **Information Finder** is a simple framework that helps parents:

- Know where to go for what
- Get the right info at the right time
- Feel confident they're not missing anything

It reduces frustration, saves staff time, and improves trust in your communication.



# Information finder: help parents and save staff time

An example template



What information do you need?	How to find the information
<ul style="list-style-type: none"><li>I need to contact the school or a teacher urgently</li></ul>	<ul style="list-style-type: none"><li>✓ Send an email to: <a href="mailto:urgentparentemail@myschool.co.uk">urgentparentemail@myschool.co.uk</a>.</li></ul>
<ul style="list-style-type: none"><li>I need to contact the school or a teacher for a non-urgent matter</li></ul>	<ul style="list-style-type: none"><li>✓ Send an email to: <a href="mailto:nonurgentparentemail@myschool.co.uk">nonurgentparentemail@myschool.co.uk</a>.</li></ul>
<ul style="list-style-type: none"><li>I need to find a list of teachers</li></ul>	<ul style="list-style-type: none"><li>✓ Click here to go to page on the school website</li></ul>
<ul style="list-style-type: none"><li>I need to know the term dates</li></ul>	<ul style="list-style-type: none"><li>✓ Click here to go to the page on the school website</li></ul>
<ul style="list-style-type: none"><li>I need to see if my child has any homework</li></ul>	<ul style="list-style-type: none"><li>✓ Click here to go to XXX</li></ul>
<ul style="list-style-type: none"><li>I want to understand my child's progress</li></ul>	<ul style="list-style-type: none"><li>✓ Click here to go to XXX</li></ul>
<ul style="list-style-type: none"><li>Who should I contact when my child is sick?</li></ul>	<ul style="list-style-type: none"><li>✓ Phone or email ...</li></ul>
<ul style="list-style-type: none"><li>Where can I find out about school trips?</li></ul>	<ul style="list-style-type: none"><li>✓ Click here to go XXX</li></ul>

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## Get Started with your school Traffic Light System

- 1. Audit your channels**  
Where is everything currently held? Are there overlaps or gaps?
- 2. Create a 'Where to Find What' guide**  
Keep it short and visual (one-pager or homepage block)
- 3. Label consistently**  
Use clear headings across all platforms: "Urgent", "For Action", "Class Info", etc.
- 4. Make search easy**  
Can people find answers in two clicks or less? Use search tools, categories, and plain language.
- 5. Show parents how to use it**  
At open evenings, via a short video, in welcome packs. Treat it like onboarding.

## When parents know where to look...

- Staff spend **less time answering avoidable questions**
- Parents feel **more confident and respected**
- The school builds a **reputation for clarity and reliability**

*An Information Finder puts everything in reach  
- without extra emails.*

If you would like more parent communication and engagement hints and tips, email us at [hello@fit2communicate.com](mailto:hello@fit2communicate.com) and visit [www.fit2communicate.com](http://www.fit2communicate.com)