

# JLC Communication Policy

## JLC Dance Company Communication Policy

### Purpose:

This policy provides guidelines for appropriate communication between staff and customers (students, parents, and visitors) to ensure a respectful, professional, and welcoming environment at all times.

---

### 1. General Communication Guidelines

- **Professionalism:** All staff members must communicate in a respectful, friendly, and professional manner at all times. Staff should introduce themselves and use positive language, ensuring that all interactions are courteous and empathetic.
  - **Tone and Language:**
    - Always use positive, inclusive, and neutral language.
    - Avoid sarcasm, harsh criticism, or inappropriate humour.
    - Refrain from using informal or overly casual language when addressing customers unless a personal rapport has been established.
  - **Response Time:**
    - Respond to emails, phone calls, and messages within 24 hours.
    - If unable to respond immediately, acknowledge the communication and provide an estimated time frame for a full reply.
  - **Clarity and Transparency:**
    - Be clear and concise when explaining schedules, payments, rules, or policies.
    - Any changes in schedules, fees, or policies must be communicated well in advance.
  - **Confidentiality:**
    - Maintain confidentiality regarding students' personal information, health issues, or any other sensitive matters.
    - Do not discuss other students, their behaviour, or family matters with others.
- 

### 2. Acceptable Communication Practices

- **Polite Greeting:** Always greet customers with a smile, saying "Hello" or "Good afternoon/evening."
- **Listening Actively:**
  - Listen carefully to the customer's concerns without interruption.
  - Show empathy and understanding, reflecting their feelings and needs.
- **Clear and Respectful Guidance:**

# JLC Communication Policy

- When explaining something to a customer (e.g., class schedules, billing questions, policies), ensure that the instructions are easy to understand.
  - If there is a misunderstanding, calmly clarify the situation and avoid sounding defensive.
  - **Problem Resolution:** If a customer has a concern or complaint, address it promptly and professionally. Offer solutions, and if necessary, escalate the issue to a higher authority (e.g., studio owner or manager).
- 

## 3. Unacceptable Communication Practices

- **Aggressive Behaviour:**
    - Staff must never raise their voices, use threatening language, or engage in aggressive or hostile communication.
    - Profanity, insults, or personal attacks are strictly prohibited.
  - **Dismissive or Defensive Responses:**
    - Avoid dismissing customer concerns or becoming defensive in the face of criticism.
    - Never ignore or belittle a customer's issue, even if you believe they are wrong.
  - **Inappropriate Personal Conversations:**
    - Personal matters or gossip should not be discussed with customers, whether in person, over the phone, or via social media.
    - Refrain from engaging in debates or controversial topics with customers (e.g., politics, religion).
  - **Exclusionary Language:**
    - Avoid any language that could be seen as discriminatory, offensive, or exclusive based on race, gender, sexual orientation, or any other protected category.
- 

## 4. Escalation of Conflicts

- **Conflict Escalation:**
    - In the event of any conflict or confrontation with a customer, staff members **must** immediately escalate the situation to management for resolution.
    - Staff should not attempt to resolve conflicts independently. Management will handle all conflicts to ensure consistent and fair resolutions.
- 

## 5. Financial Decisions and Communication

- **Approval of Financial Decisions:**
  - Any decisions related to dance classes or activities that may have a financial impact on parents (e.g., class fees, additional charges for events, extra

# JLC Communication Policy

practice sessions) **must be approved by management prior to being communicated to the parent or student.**

- **Prior Notification:**
    - Once approved by management, these financial decisions **must be communicated to the parent or guardian before any announcement is made to the student.**
    - Clear, detailed communication regarding any potential costs should be provided well in advance, and parents must be informed of any changes to fees or charges before they take effect.
- 

## 6. Social Media Communication

- **Professional Online Presence:**
    - Staff should maintain a professional tone when representing the studio on social media platforms.
    - Do not engage in negative discussions or arguments online with customers, even if they comment on the studio's page.
  - **Privacy:**
    - Do not share any customer information, photos, or videos online without consent.
    - Any concerns raised by customers on social media should be addressed privately, away from public platforms.
- 

## Conclusion

By adhering to these communication guidelines, staff will contribute to a positive and professional atmosphere at the dance studio, ensuring customers feel valued and respected. Open and effective communication will also help prevent misunderstandings and ensure that financial decisions and customer concerns are handled appropriately and in a timely manner.

---

This policy ensures consistency and professionalism in staff interactions, and helps maintain a positive relationship with customers. Let me know if any further adjustments are needed!



Jessica Cox  
Director  
27/01/2025