



**Whipman Woods Flying High Academy
ClassDojo Communication Platform Policy**

2026-2027

Rationale

At Whipman Woods Flying High Academy, we believe that strong relationships between school and home make an important contribution to children's learning, wellbeing and success.

ClassDojo is one of the tools we use to celebrate children's achievements, reinforce the Whipman Woods Way - **Be Ready, Be Kind, Be Safe** - and provide parents and carers with appropriate glimpses into school and classroom life.

ClassDojo should contribute positively to our culture of high expectations for every child. The recognition children receive through ClassDojo should sit alongside high-quality teaching, feedback and the work in their books to help tell the story of their learning, effort and progress over time.

ClassDojo is not the school's primary channel for discussing concerns, individual pupil provision, complaints or other matters requiring detailed communication. These should be addressed through the school's agreed communication channels.

Aims of ClassDojo as a Communication Platform:

- To strengthen positive communication and relationships between school and home.
- To celebrate children's learning, achievements, progress and contribution to school life.
- To reinforce the Whipman Woods Way: Be Ready, Be Kind, Be Safe.
- To recognise positive learning behaviours, effort, independence, resilience and improvement.
- To provide parents and carers with appropriate information, reminders and celebrations from their child's class and the wider school.
- To maintain clear and healthy boundaries between home and school communication.

ClassDojo must be used consistently, professionally and safely by all members of our school community.

How We Use ClassDojo

Dojo Points (Positive Points) are used to recognise positive behaviours, attitudes and achievements aligned with the Whipman Woods Way. Points contribute towards our whole-school recognition system:

Bronze - 50 points | Silver - 100 points | Gold - 150 points | Platinum - 200 points

Dojo points are not removed as a consequence of negative behaviour. Where behaviour falls below our expectations, this is addressed in accordance with the school's Positive Behaviour Policy.

Class Story is used by teachers to share aspects of class learning and experiences, including photographs, examples of learning, celebrations, reminders and information relevant to the class.

School Story is used to communicate whole-school information, celebrations, events and reminders.

Private messaging may be used for brief, straightforward communication where appropriate. It is not intended to replace the school's formal communication channels.

Expectations for Staff

ClassDojo is a professional school communication platform. The same standards of professionalism expected in emails, letters and face-to-face communication apply to all communication through ClassDojo.

- Use ClassDojo positively and professionally.
- Ensure posts and messages are appropriate for a school audience.
- Use Dojo points consistently and in accordance with the Whipman Woods Way.
- Celebrate genuine learning, achievement, improvement and positive learning behaviours.
- Avoid creating competition or publicly comparing children.
- Only share photographs, recordings or children's work where the appropriate permissions are in place.
- Be particularly mindful of safeguarding considerations.
- Use children's first names only when posting publicly to Class or School Story.
- Never share ClassDojo content through personal social media accounts.
- Immediately report inappropriate communication or safeguarding concerns arising through ClassDojo to a member of SLT/DSL as appropriate.
- Remember that communication through ClassDojo constitutes professional school communication.

Communication Boundaries

ClassDojo provides an opportunity for positive, brief communication between school and home. It is not an instant messaging service and staff are not expected to be continually available through the platform.

Staff are not expected to access or respond to ClassDojo messages outside their normal working hours and are encouraged to activate the 'quiet hours' feature. Where staff have used this feature, they will not receive messages until the next working day. Messages may not be seen

during the school day because teachers' primary responsibility during this time is teaching and caring for children.

Where a message requires a detailed discussion, relates to a concern or requires information that is not appropriate to discuss through ClassDojo, staff will direct the parent/carer to the School Office or arrange an appropriate conversation. Staff are not required to continue an exchange through ClassDojo simply because the initial contact was made through the platform, and neither should this be expected.

Matters that should be directed through the School Office:

- Pupil absence or sickness.
- Changes to collection arrangements or other urgent messages.
- Complaints.
- Concerns about another child.
- Detailed concerns about a child's learning, behaviour or wellbeing.
- SEND provision or requests relating to individual provision.
- Safeguarding concerns.
- Requests for meetings or appointments.
- Medical information or changes to medical needs.
- School dinners, payments or Arbor enquiries.
- Any matter requiring a detailed or confidential response.

Urgent messages must always be communicated directly to the School Office.

Expectations for Parents and Carers

We ask parents and carers to use ClassDojo in a way that supports positive relationships between home and school, by:

- Recognising that ClassDojo is primarily a platform for celebrating and sharing school and classroom life.
- Communicating politely, respectfully and appropriately with members of staff at all times.
- Using the School Office for concerns, complaints, appointments and matters requiring detailed discussion.
- Understanding that staff may not see messages during the teaching day.
- Not expecting responses during evenings, weekends, holidays or outside normal working hours.
- Not using ClassDojo to discuss other children, families or members of staff.
- Not comparing children's achievements, photographs, work or Dojo points.
- Not screenshotting, copying or redistributing photographs or information about other children from ClassDojo onto social media or elsewhere.

We ask that parents/carers raise any concerns about material shared through ClassDojo directly with the school.

Respectful Communication

We are committed to positive, respectful relationships between home and school and ask that all communication through ClassDojo reflects this. Mutual respect, kindness and professionalism are expected across the Whipman Woods community.

Parents and carers are expected to communicate with members of staff politely, respectfully and appropriately at all times, including where they disagree with a decision or wish to raise a concern.

ClassDojo must not be used to send messages which are aggressive, confrontational, accusatory, intimidating or disrespectful, to make personal comments about members of staff, other pupils or families, or for persistent or excessive messaging which places unreasonable demands on staff.

We recognise that parents may sometimes need to raise concerns or challenge decisions, and we welcome appropriate communication when this is necessary. However, concerns should be raised respectfully through the school's agreed communication channels, and disagreement does not remove the expectation of respectful communication.

Staff are not expected to continue a ClassDojo conversation where communication becomes inappropriate or where the nature of the matter requires a more formal discussion. In these circumstances, the conversation may be ended and the parent/carer directed to the School Office, Headteacher or appropriate member of staff.

Where ClassDojo is repeatedly or seriously misused, including through inappropriate, aggressive or persistent communication, the school reserves the right to restrict or remove an individual's access to ClassDojo, while ensuring that appropriate alternative methods of school communication remain available.

Photographs, Videos and Children's Work

Photographs, recordings and examples of children's work will only be shared where the school holds the appropriate permissions.

Staff must check relevant permissions before posting content and remain alert to circumstances where sharing a child's image could present a safeguarding concern.

Parents and carers must not copy or redistribute photographs, recordings or information containing other children. Where permissions or safeguarding circumstances change, the school will respond accordingly.

Frequency of Posts

There is no expectation that every child, class or year group will appear on ClassDojo with equal frequency. The nature and frequency of posts will vary according to learning, events and the age of the children.

Staff should not create posts simply to meet a perceived quota. The priority is always high-quality teaching and interaction with children, rather than documenting learning for ClassDojo.

Similarly, the number of Dojo points awarded should not be used as a measure of a child's attainment, progress or overall success in school.

Safeguarding and Confidentiality

ClassDojo must never be used as an alternative route for reporting a safeguarding concern.

Any safeguarding information received by a member of staff through ClassDojo must be acted upon in accordance with the school's Safeguarding and Child Protection Policy and recorded appropriately through the school's safeguarding procedures.

Sensitive information about individual children must never be shared through Class Story or School Story.

Where a communication contains information that should form part of a child's safeguarding, SEND, behaviour or other formal school record, staff will ensure that this is recorded through the appropriate school system rather than relying upon the ClassDojo message history.

Monitoring

All members of staff using ClassDojo are responsible for following this policy. Senior Leaders will periodically review the school's use of ClassDojo to ensure that:

- Communication remains appropriate and professional.
- Recognition reflects the Whipman Woods Way and the school's expectations.
- Safeguarding and confidentiality requirements are maintained.
- Appropriate communication boundaries are being followed.
- ClassDojo continues to contribute positively to relationships between school and home.

Where ClassDojo is used inappropriately, the Headteacher may take appropriate action, including restricting or removing access to the platform where necessary.

Our Core Principle

ClassDojo should reflect the Whipman Woods Way and strengthen the partnership between home and school.

We know our children well. We celebrate them for being Ready, Kind and Safe. We recognise their effort, achievements and the things that make them proud. We maintain high expectations for every child, notice when they need encouragement or support, and respond with care. Through positive, respectful communication with families, ClassDojo helps us share and celebrate each child's journey through Whipman Woods.