






AVELEY PRIMARY SCHOOL

Marketing and Communications Guidelines

Purpose

- To effectively communicate with members of the school and wider community using a clear, streamlined approach with guidelines for all parties.
- To build and manage the Aveley Primary School reputation and brand through social media and online platforms.

Platforms for Marketing & Communication

Platform	Who	Purpose	Audience	How often	Specifics
Website aveleyps.wa.edu.au 	School Officer	To showcase our school's brand and provide information for enrolments, term planners, school contacts and relevant documentation.	Parents Community	As required	<ul style="list-style-type: none"> Newsletter uploaded fortnightly School Board Minutes P&C Information
Facebook facebook.com/AveleyPS 	Deputy Principal School Officer	To promote the school's brand through sharing posts about learning and events and to recognise staff and student's achievement.	Parents Community	As required <u>Minimum</u> – 1/week	<ul style="list-style-type: none"> Written on behalf of the school Positively promote learning & events using photos
Connect – School Space connect.det.wa.edu.au 	All Admin Staff	To communicate with parents regularly by sharing notices about what is happening in the school, reminders about upcoming events and to share documentation as required.	Parents	As required	<ul style="list-style-type: none"> Notices regularly with school reminders for specific year levels Notes attached to notices and saved in library for reference
Electronic Sign (Cnr Egerton & Turkich)	School Officer	To communicate with parents and the community about upcoming events and share reminders, celebrations & messages of support.	Community	As required usually fortnightly	<ul style="list-style-type: none"> Managed through Laptop kept in Photocopy room

Parent Communication

Phone Call	Email	Connect	Formal Correspondence	Face to Face meeting
<ul style="list-style-type: none"> Major Injuries / illness Behaviour Follow up absentee notes Request for parent meeting Honour Certificate notification Pastoral Care 	<ul style="list-style-type: none"> Request for parent meeting Individual reminders for notes General classroom communication Honour Certificate notification 	<ul style="list-style-type: none"> Notification on whole class events and classroom information Student Reports 	<ul style="list-style-type: none"> Behaviour Letter (Admin) Excursions / Incursions Parent Information Booklet Student Reports Enrolments Student Leader Agreements 	<ul style="list-style-type: none"> Documented Plans Attendance Academic progress Case Conferences Pastoral Care

Student Communication

Connect (whole class)	Email (Individual)	Monday Messages	PA Announcement
<ul style="list-style-type: none"> Discussions Notices 	<ul style="list-style-type: none"> Feedback / Reminders about work through Connect 	<ul style="list-style-type: none"> Whole School events, news, reminders and house token tallies Over the PA on Monday at 2:45pm 	<ul style="list-style-type: none"> Restricted – before breaks when possible Time sensitive information, emergencies Mental Maths Program Tuesday 1:45pm

Staff Communication

Connect - Community	Email	Meetings	Pigeon Holes
<ul style="list-style-type: none"> Daily Notices by 8am daily Timetables (saved in the Library after being shared as a Notice) 	<ul style="list-style-type: none"> Daily formal/informal correspondence between staff Behaviour incident notification 	<ul style="list-style-type: none"> Staff meetings even weeks 2:45pm Communication meetings Wednesday 8:10am Collaborative Meetings weekly Manager / Curriculum Leader meetings 	<ul style="list-style-type: none"> Printed notes to go home Permission slips, Absentee slips, Returned Medical Slips Unexplained Absence follow up letters Checklists Returned items for action e.g. reports

* Urgent information → delivered directly to required recipient in person.