



MAGNO
International
School, Alicante
an Orbital Education School

COMMUNICATIONS POLICY

Approved by:

Alicia Perelló

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1.Introduction

Magno International School's communication policy is designed to ensure effective, transparent, and consistent communication both internally and externally. As an educational institution with a diverse student body, families, and staff from different nationalities, our communication must reflect our values of inclusion, respect, and educational excellence.

2.Objectives

1. **Promote clear and open communication:** Facilitate the flow of information among all members of the school community.
2. **Promote the school's values and mission:** Consistently convey our vision, mission, and values.
3. **Ensure consistency and uniformity:** Ensure that all messages are consistent with the school's image and principles.
4. **Strengthen the relationship with the community:** Maintain a strong connection with families, students, staff, and the broader community.

3.General principles

- **Inclusivity and Diversity:** All communications should respect and reflect the cultural and linguistic diversity of our school community.
- **Transparency:** Information must be clear, accurate, and accessible.
- **Respect and Professionalism:** Communications should maintain a respectful and professional tone at all times...
- **Confidentiality:** Respect the privacy of students, families, and staff by adhering to data protection regulations. Only students' first names will be used for social media posts

4. Communication channels

1. Internal:

- NEWSLETTERS:
- MAGNO CONNECT: Weekly newsletters for teaching and administrative staff.
- MAGNIFIC: Monthly newsletters for families and students.
- E-MAIL: Use of institutional email for official communications.
- STAFF PORTAL: Platform for sharing resources, calendars, and internal announcements.
- PARENT PORTAL: Platform with all relevant form families.
- TELEGRAM CHANNEL FOR PARENT DELEGATES
- CLASS DOJO
- GOOGLE CLASSROOM

2. External:

- WEBSITE: Regular updates on school news, events, and achievements, as well as Open Days and relevant information about the curriculum, school life, and admission process.
- SOCIAL MEDIA: Use of platforms like Facebook, Instagram, LinkedIn, and YouTube to engage with the community and share relevant content.
- PRESS RELEASES AND STATEMENTS: To inform local media about important events and notable achievements.
- EVENTS AND OPEN DAYS: Opportunities for the community to learn about the school and its programs. These will be held in physical and/or virtual formats.

5. Procedures

- Message Approval: All official content must be reviewed and approved by the Marketing and Communications Department before being distributed.
- Ticket System: A ticket system will be established for staff members who wish to send communications to families. They must fill out the ticket and submit it to the Marketing and Communications Department at least 48 hours in advance. The document should be duplicated and sent to Alicia Perello
- Crisis Communication: In crisis situations, a specific protocol will be followed to manage information effectively and minimize negative impact.
- Feedback: Mechanisms will be established to receive and respond to suggestions and concerns from the school community.

6. Responsibilities



- Marketing and Communications Department: Will lead communication strategies, oversee content creation, and manage media relations.
- School Leadership: Will approve policies and key messages and act as the main spokesperson for the school.
- Teaching and Administrative Staff: Will follow established communication guidelines and collaborate in disseminating relevant information.

7.Evaluation and review

This policy will be reviewed annually to ensure its effectiveness and relevance. Feedback from the school community will be collected, and necessary adjustments will be made to improve ongoing communication.