Nelson Academy

Guidance: ClassDojo Appropriate Use Guidance

Author: Sarah Wilson (Principal)

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Aims

This guidance aims to:

- Ensure the safe, respectful, and effective use of ClassDojo for communication
- Promote positive partnerships between home and school
- Provide clear guidance on appropriate use for parents and carers
- Protect the privacy and wellbeing of all pupils, families, and staff
- Support consistent and professional communication

Expectations

To support positive and effective communication, all users of ClassDojo are expected to:

- Communicate in a respectful, polite, and professional manner at all times
- Use ClassDojo only for its intended purpose of supporting learning and communication
- Be mindful of staff working hours and response times
- Be mindful of family time and out of school hours
- Respect the privacy and confidentiality of all members of the school community
- Raise concerns appropriately and through the correct channels when needed
- Model positive online behaviour, reflecting the values we promote to children

Definitions

ClassDojo - A digital communication platform used by the school to share messages, updates, and learning experiences between teachers and parents/carers.

Parent/Carer - Any adult with parental responsibility or who is authorised to communicate with the school about a child.

Staff - All teaching and support staff who use ClassDojo to communicate with families.

Appropriate Use - Communication that is respectful, relevant to school matters, and follows the expectations outlined in this guidance.

Inappropriate Use - Communication or behaviour that is disrespectful, excessive, breaches privacy, or falls outside the intended purpose of ClassDojo.

Purpose of ClassDojo

At Nelson Academy, ClassDojo is used to:

- Share your child's learning, achievements, and class activities
- Communicate key information, reminders, and updates
- Celebrate positive behaviour and effort
- Build a strong partnership between home and school

How Parents and Carers Should Use ClassDojo

1. Respectful Communication

We value kind and respectful communication at all times.

- Please use a polite and supportive tone in messages
- Concerns should be shared calmly so we can work together to resolve them

2. Appropriate Use of the Platform

✓ Appropriate use:

- General questions
- Non-urgent updates
- Celebrating achievements
- Clarifying homework or class information

✗ Not appropriate for:

- Urgent messages or emergencies
- Reporting absences (please follow the school office procedure)
- Sensitive or complex concerns (please request a meeting instead)

3. Respecting Privacy

- Do not share photos, videos, or messages from ClassDojo on social media
- Respect the privacy of all children, families, and staff

4. Focus on Your Own Child

- Communication should relate only to your child
- If you have concerns about another child, contact the school directly

Our Commitment as a School/ Staff Responsibilities

- Staff will communicate professionally and respectfully
- We will share regular updates about learning and school life
- We will respond within school working hours where possible
- We will guide sensitive conversations to meetings or phone calls where needed

Messaging and Response Times

- Messages should be sent during reasonable hours (e.g. Monday-Friday, 8:00am–6:00pm)
- Teachers will not usually respond during lesson time (e.g. Monday-Friday, 8.45am-3.15pm)
- Replies will typically be within 1–2 working days
- Staff will avoid posting messages at the weekend and in the school holidays unless it is an emergency or to share 'need to know' information

Safeguarding and Monitoring

- All communication may be monitored by school leaders
- Inappropriate use may result in restricted access to ClassDojo

Working Together

By using ClassDojo, we agree to follow this guidance to work together to ensure a safe, respectful, supportive, and positive communication environment for all children, families and staff.