



## **Eccleston C.E. Aided Primary School**

*"Let your light shine" - Matthew 5:16*

# **Class Dojo Usage Policy – Guidance and Expectations for Parents/Carers & Staff**

Curriculum Committee	
Date of Policy	November 2025
Reviewed	November 2028
Signed Headteacher:	Chair of governors:

## Our Vision Statement

At Eccleston C of E Primary School, we believe that every child is known and loved by God and is made in the image of God. We are united in our vision of every child fulfilling their God-given potential as they are nurtured to reflect the example Jesus set in all they do.

We aim to achieve this through instilling a life-long love of learning and development that is rooted in Christian Values. We strive for excellence in all we do enabling all members of our school to flourish.

"Let your light shine" - Matthew 5:16

## Introduction

At Eccleston Primary School, we believe that an effective partnership between home and school is beneficial in supporting children in their learning. As a result, we use Class Dojo across the whole school - a communication app which connects parents/carers, teachers and children.

Class Dojo offers many useful features regarding behaviour management, parent/carer and teacher communication and newsfeeds. However, in order for the system to work efficiently and effectively, it is useful to have conditions around use for both parents/carers and staff.

## Aims of the Policy:

- To establish effective communication links with parents.
- To support and enhance home learning.
- To ensure that Class Dojo usage is reasonable and proportionate and does not increase workload for staff or impact on their wellbeing.

## How is Class Dojo used at Eccleston Primary?

Class Dojo has three main elements that we use to keep in touch with parents/carers:

- Digital Sticker Points - Pupils will collect Dojo points from staff members when they show positive behaviours linked to our values and school rules such as: sharing, kindness, being helpful, listening, ready to learn, achievement, collaboration and behaviours linked to the thinking skills. Please see our Behaviour Policy for further details.
- Class Story - General class news and celebrations, reminders and updates.
- School Story - News from across the school, on the day it happens, informing you about whole school events, sporting results and other whole school information and updates.

Please note that the number of posts will not be consistent from week to week and will be dependent on events that are happening in school. The number and content of posts may also differ across year groups.

## Parents/Carers and Class Dojo

- Class Dojo is only available to parents and children registered at the school.
- Parents/carers can view their child's points total and story feed.
- In order to maintain the well-being of our class teachers, although you can send a message at any time, staff are not required to respond to any messages during the 'quiet hours' (5pm-8am Monday-Friday), at weekends, or during school holidays. A response will therefore only be given during the directed hours of 8am – 5pm Monday-Friday (term-time).
- We ask that you bear in mind that an immediate response cannot be expected due to teaching commitments, but staff will endeavour to reply within 48 hours (working days only).
- Parents/carers should also be aware that staff may not have time to check messages until the end of the day. Urgent messages, concerns or queries, should be communicated via the school office therefore.
- To streamline Dojo traffic, the following matters should always go through the office reception desk please (staffed from 8.30am-4.20pm):
  - Absence (including medical appointments)
  - Sickness
  - School dinner enquiries
  - Complaints
  - Urgent messages (e.g. collection of children)
  - School visits & residentials
  - Queries regarding after-school sporting events
  - Enquiries regarding swimming sessions
  - Enquiries regarding Play Smart (Breakfast/After-School Club)

You can report to the office via email, telephone, face to face and answer machine message.

- To support teachers' workload, wellbeing and life-work balance, we would kindly ask that parents consider carefully whether their Dojo message is essential and needs to be sent at all.

Examples might include messaging about:

- a water bottle left overnight at school;
- asking staff to look for a lost jumper (if it is named, it will get back to your child. Otherwise, the lost property tub is available for parents and pupils to search through);
- asking staff to give out birthday sweets or party invitations

For some of these matters, we would encourage the children themselves to take responsibility for passing on the message, or for KS1 children, a brief message can be passed on to a member of staff on gate duty at drop off/collection.

- In order to reduce the time staff spend on admin tasks, if the message does not require a response, then no response will be given. The message will be marked as 'seen'.

- Parents/carers are respectfully reminded that in order to use their time effectively, staff are advised not to get into lengthy discussions via the platform. If a message from a parent requires more than a simple response then a phone discussion or direct meeting may be more appropriate.

For example: Whilst we are always happy to discuss your child's attainment with you, parents/carers are asked not to use this messaging tool to request regular, detailed information about the progress of their child, but can use it to arrange a meeting/phone consultation with class teachers to discuss any questions they may have. We find that face to face meetings or a phone call are best to convey this type of information.

- For more complex individual concerns regarding your child's education or care, please raise any issues directly with the class teacher or Headteacher, so that a face to face appointment or phone call can be made to discuss any matters that cannot be easily resolved via the messaging service. For example, concerns regarding ongoing friendship issues.
- Should you have any complaints, please raise the issue using the stages identified in the school's Complaints Procedure and Policy. (Note – This policy is available on the school website or in person from the school office.)
- Parents/carers are politely asked to only message their child's class teacher (or the teacher responsible for covering the class during the class teacher's PPA time) – please do not use ClassDojo to message any other members of the school staff who do not have direct responsibility for your child. An exception to this may be the school's SENDCOs, where it has been agreed to communicate via Dojo.
- Parents/carers must not share photographs, messages or work samples published on Class Dojo on their personal social media accounts due to a breach of privacy. Parents/carers who share private or confidential material or information may be removed from Class Dojo.
- Parents/carers will recognise that ClassDojo is a means to share positive understandings of classroom and whole school learning. It should not be used to compare pupils work samples, digital recordings or photographs.
- Users are asked to be polite and respectful when messaging teachers in keeping with the positive spirit of Class Dojo and school policies. Any inappropriate comments will be removed and the service user may be removed.

For more information about ClassDojo please refer to:

<https://www.classdojo.com/en-GB/#LearnMore>

## Teacher Responsibilities:

- Teachers are expected to access their Class Dojo account via the website [www.classdojo.com](http://www.classdojo.com) and also download the free app onto their school laptop and iPad.
- It is not expected that teachers will need the app on their mobile device, as we must be mindful of the impact this may have on their personal time.
- All members of staff using Class Dojo are asked to set a 'quiet hours' on their page; this is when messages will not be read or responded to out of the designated hours. The agreed quiet hours are between 5:00pm and 8:00am Mondays to Friday, and all day Saturday and Sunday.
- Teachers are not expected to check or respond to messages outside of these working hours. Therefore, Class Dojo messages will not be monitored during school holidays.
- Teachers are encouraged to post updates on their class page. The number of posts teachers make and the content, which has to be appropriate or relevant, is at the discretion of the teacher. The following should be a minimum though:
  - regular reminder posts about swimming/PE days/home learning deadlines and/or other important class events such as trips
  - weekly celebrations of work should be shared either individually to parents or via the class newsfeed
- Teachers will also regularly share messages and work samples via the Class Story page that promote positive understandings of class and whole school learning.
- Any messages which refer to absence, sickness, school dinners etc., should be directed to the school office with a brief message.
- Teachers are respectfully reminded to not engage in any conversations about personal matters via the class page or the messaging service, or get into lengthy discussions that would be better had face to face. If a message from a parent requires more than a simple response then a phone discussion or direct meeting is more appropriate.
- Information that is considered sensitive or private will be communicated with parents/carers only via the private messaging platform, not through Class Story or Student Story.
- Should teachers receive any messages which they find inappropriate, they should refer the matter to the Headteacher as soon as possible.
- Should a staff member be unable to answer a question via the messaging system, they can ask the parent/carer to phone the school office directly, or can offer to refer the matter on the parents behalf to the relevant staff member.
- All users of Class Dojo are to make themselves fully aware of the children who are in LA care or who do not have permission to have their photographs shared on websites and social media from the school. Teachers will share photos, digital recordings, messages and work samples only for pupils whose parents/carers have given written permission that this information can be shared.

- Staff will only use the first names of the children when posting pictures or messages on ClassDojo (and may, on occasions, use the first initial of a child's surname also if there is more than one child that shares the same first name within that class).
- Staff should only reply to messages that they receive from parents of children within their own class (or those that they are responsible for if they are carrying out PPA cover).
- Staff cannot share content published on ClassDojo on their personal social media accounts due to a breach of privacy.

## **GDPR**

Class Dojo is compliant with the GDPR and parents/carers give permission for the school to process their child's data on the system when they complete the data processing consent form.

All information on Class Dojo is private between teachers, parents/carers and students.

Information is never sold and Class Dojo permanently deletes students' personal information when they stop using Class Dojo. Teachers, parents and students can always access and delete their information at any time.

## **Monitoring of the Policy**

These stipulations will be annually reviewed to ensure that the use of this platform reflects the values of the school.

## **Leadership Responsibilities**

- Monitoring of the policy will be by Senior Leaders who can view each Class Dojo page at regular intervals to ensure the policy is being adhered to, and address any misuse with the relevant parties.
- Senior Leaders will regularly review the use of Class Dojo to ensure it is effective in achieving the aims of this policy.