



Class Dojo Staff Use Policy

Last reviewed: March 2026

Next review due: March 2027

We do things differently.....

H.E.R.E

**High Standards
Empathy
Resilience
Emotional Response**

Document owner	Trust COO / Central Operations	Policy area	Digital communications and data protection
Approved by	To be completed by Trust	Version	1.0
Review frequency	Annual	Next review date	March 2027
Applies to	All authorised staff users	Status	Draft for adoption
Related systems	ClassDojo	Effective date	To be confirmed

Purpose.

This policy sets clear operational, safeguarding and data protection rules for staff use of ClassDojo. It is an approved communication and engagement tool only. It is not a safeguarding, SEND, medical or confidential case-management system.

1. Policy statement

This policy sets out the requirements for all employees, agency staff, volunteers, governors and other authorised users when using ClassDojo within the Trust.

The Trust recognises the value of digital communication platforms in supporting effective communication between school and home. However, ClassDojo must be used in a controlled, proportionate and professional manner at all times. Staff must ensure that use of the platform is lawful, secure, appropriate and aligned with the Trust's data protection, safeguarding, behaviour, online safety and staff conduct requirements.

ClassDojo is an approved communication and engagement tool only. It must not be used as a safeguarding system, pupil record system, SEND case management system, medical record system or confidential staff communication platform.

2. Scope

This policy applies to all Trust employees, school leaders, teaching staff, support staff, pastoral staff, agency and temporary staff, volunteers and any other authorised users granted access to ClassDojo.

It applies wherever ClassDojo is used for Trust business, whether on Trust devices or approved personal devices.

3. Permitted use

Staff may use ClassDojo only for approved school purposes, including routine communication with parents and carers, class or school updates, celebration of pupil effort and achievement, general reminders and notices, approved sharing of learning content or pupil work, and support for positive home-school engagement.

All use must be necessary, proportionate and relevant to the educational purpose.

4. Prohibited use

ClassDojo must not be used for safeguarding disclosures, child protection records, SEND case

records or detailed assessments, medical information, highly sensitive pastoral information, confidential staff matters, complaints handling, formal exclusion or investigation records, allegations, official pupil files or non-school-related communication.

Where safeguarding, welfare or confidential concerns arise, staff must use the Trust’s approved safeguarding and record-keeping systems and follow safeguarding procedures immediately.

5. Roles and responsibilities

5.1 The Trust

The Trust will approve and oversee use of ClassDojo, provide governance, privacy and data protection controls, issue guidance and training, ensure appropriate privacy notices and data protection arrangements are in place, and monitor compliance where appropriate.

5.2 Headteachers and senior leaders

Headteachers and senior leaders will ensure implementation of this policy within their school, make sure staff understand appropriate and inappropriate use, oversee access permissions, deal with misuse promptly and ensure ClassDojo is not used beyond its approved purpose.

5.3 Staff users

All staff users must use ClassDojo professionally and only for authorised purposes, follow this policy and related Trust policies, protect personal data and account security, maintain professional boundaries at all times, ensure content is accurate and appropriate, and report any data breach, safeguarding concern or misuse immediately.

6. Operational standards

Area	Standard
Professional communication	Messages must be professional, factual, courteous, clear and school-related. Staff must not use sarcastic, confrontational or emotional language, criticise pupils, parents, carers or colleagues, or engage in argument through the platform.
Boundaries	Staff must maintain clear professional boundaries and must not use ClassDojo to form informal or personal relationships with pupils or families or to communicate outside an educational purpose.
Content control	Only the minimum necessary information should be shared. Content must be accurate, respectful and suitable for the intended audience.
Photographs, video and pupil work	Images, video and pupil work may be shared only where there is a clear educational or communication purpose and this is consistent with the Trust’s photo and image permissions arrangements.
Behaviour points and feedback	If behaviour or feedback functions are enabled, they must be used proportionately. Staff should prioritise positive recognition and avoid subjective, emotive or humiliating comments.

Area	Standard
Response expectations	Unless directed otherwise by school leadership, staff should use ClassDojo during normal working hours. Staff are not expected to monitor or respond during evenings, weekends or holidays.

7. Data protection and confidentiality

All staff must comply with UK GDPR, the Data Protection Act 2018, Trust data protection policies, records management requirements and confidentiality obligations.

Staff must process personal data only where necessary, share information only with those who need it, avoid excessive detail, correct inaccuracies where identified and report breaches, near misses or inappropriate disclosures immediately.

ClassDojo must be treated as a controlled communication tool, not a repository for confidential pupil records.

8. Safeguarding

If any communication, image, comment or interaction on ClassDojo raises a safeguarding concern, staff must take immediate action in line with school safeguarding procedures, report the concern to the DSL or safeguarding team without delay, ensure the matter is recorded on the approved safeguarding system, and not attempt to manage serious safeguarding concerns through ClassDojo messaging alone.

9. Account security and approved devices

Staff must use only their authorised school account, keep login details secure, use strong passwords, log out of shared devices, and report suspected unauthorised access immediately. Use on personal devices is permitted only where allowed by the Trust or school and where the device is appropriately secured. The Trust may restrict or withdraw use on personal devices if risks are not adequately controlled.

10. Monitoring, training and compliance

The Trust and its schools may monitor use of ClassDojo to ensure compliance with this policy, investigate concerns or complaints, respond to safeguarding or data protection issues and review whether the platform is being used appropriately.

All staff must complete any training or briefing required by the Trust or school before using ClassDojo. Misuse may result in withdrawal of access, management action, retraining, disciplinary action or referral under safeguarding or data breach procedures.

11. Related policies

This policy should be read alongside the Trust's Data Protection Policy, Records Retention Policy, Acceptable Use of IT Policy, Staff Code of Conduct, Safeguarding and Child Protection Policy, Online Safety Policy, Behaviour Policy, Photography and Images Policy and Complaints Policy.

12. Review

This policy will be reviewed annually, or sooner where there is a significant change to the platform, a change in Trust practice, a change in legal or regulatory requirements, or concerns arising from use of the platform.

Appendix A: Non-negotiables for staff

- Use ClassDojo only for routine school-home communication and engagement.
- Do not use it for safeguarding, SEND casework, medical details or confidential records.
- Keep messages professional, factual and polite.
- Share only the minimum necessary information.
- Do not upload inappropriate photos, videos or sensitive content.
- Maintain professional boundaries at all times.
- Use behaviour functions carefully and never in a humiliating way.
- Protect your account and do not share passwords.
- Report safeguarding concerns, breaches or misuse immediately.
- When in doubt, do not post it.

Approval record

Role	Name	Date
Policy owner		
DPO review		
Approval / adoption		