
Reminder to make use of gatekeeping to communicate important updates to schools

16 May 2025

Why use gatekeeping?

- **Reduce the burden for headteachers** – Coordinated weekly system designed in response to headteacher requirements nationally and locally to help reduce communications burden on them.
- **Up-to-date email addresses** - We keep our distribution list up-to-date with the latest headteachers changes.
- **Widely distributed** - Our newsletter is emailed to all groups of headteachers (primary, special, high and early years) and distribution lists also include the majority of school administrators and many other school staff including deputy headteachers, school business managers, site managers, governors and clerks.
- **Insight in success** - We can track how successful our newsletter is – whether emails have been opened and which items have been read.
- **Visually appealing** - All the items in the newsletter are accompanied by a gatekeeping icon and an action required text to help our readers quickly find relevant information and prioritise items.
- **Your item published on the EGfL website** – Gatekeeping items are published as news items on [EGfL](#) before the distribution of the newsletter and therefore can be read ahead of the distribution. We can promote items on the home page.
- **Your news item is fully integrated** on to our website and will link to your content/service pages (if applicable) on our website.

Gatekeeping is distributed on Wednesday mornings during term-time.

The deadline for inclusion is **Monday 12pm**

Here's more information [about Gatekeeping](#) (you will need to log in).

Related content

[Gatekeeping](#)

Was this page useful?

- [Yes](#)
- [Neutral](#)
- [No](#)

Contacts

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