



## Communication Policy

School wide communications include live or virtual events, print and digital materials affiliated or representing BPS in any manner. School wide communications include, but are not limited to: e-mails, websites, social media, press communications, logos, letterhead, stationery, merchandising, school mascot and flag, presentations, meetings, public relations, and fundraising/marketing initiatives. BPS Electronic & Internet Usage Policy and the spirit of our Paideia charter apply to all communications.

In order to streamline communications, minimize risks and improve operations, all communications and announcements must be reviewed, edited and approved well in advance (2-3 weeks minimum) by the communications director (CD), who will collaborate with stakeholders and decision makers, to ensure compliance with school communications strategic direction, objectives and goals. No exceptions to this process shall be made, except in the event of an emergency, at which point the school administration will apply its best judgment. This protocol does not apply to school wide, daily operational e-mail (such as collaborative e-mails between staff, etc.), unless there is reason to run a message by a communications approval process. This protocol will be revised on an as-needed basis.

### Google Apps & E-mail Communications

- All Google Apps and e-mail settings are managed by CD and/or IT.
- Requests may be made to create or manage apps/accounts/e-mail group rights.
- BPS reserves the right to decline or modify requests for apps and e-mail.
- Fees may apply to each created account for management and backup services. Requesting organization (volunteers, parents, PTO, etc.) may be responsible for these fees.
- Google Apps e-mail groups such as @allparents are highly confidential and required administrative as well as CD approval prior to sending.
- Always blind carbon copy (Bcc:) all e-mail groups and lists, such as @allparents, when sending to recipients outside the bridgespreparatoryschool.org domain.
- E-mails sent out by mistake must be retracted promptly. There are two e-mail recall methods: 1) within 30 seconds of sending, Gmail will allow technical recalls by clicking "Undo." 2) After 30 seconds, the author must notify CD as soon as possible, and coordinate the issuing of an official e-mail retraction.
- When organization members' accounts (Board, PTO, Volunteer Coordinator, etc.) leave a position, the retiring account shall auto-reply a message to the effect of "this member is no longer active, please contact X going forward". Retiring accounts will remain active, with an admin-only password, for 6 months from the date of retirement, for institutional memory retrieval.
- Anyone disseminating messages from a [bridgespreparatoryschool.org](http://bridgespreparatoryschool.org) or [bridgesprep.org](http://bridgesprep.org) e-mail address, or from a private e-mail address on behalf of BPS, must use one of these options as part of their default signature (in *Settings*):

## **OPTION #1:**

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The Electronic Communications Privacy Act, 18 U.S.C. §§ 2510-2521, applies to e-mail, prohibits unauthorized interception, unauthorized use, and unauthorized disclosure of an e-mail, of the contents of an e-mail, and of any attachments to the e-mail. 18 U.S.C. §§ 2510-2521, the Electronic Communications Privacy Act, provides for civil remedies, including an award of damages, in cases of unauthorized interception, unauthorized use, or unauthorized disclosure of an e-mail, of the contents of an e-mail, or of any attachments to the e-mail.

## **OPTION #2:**

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**IMPORTANT:** The contents of this email and any attachments are confidential and protected by law. They are intended for the named recipient(s) only. If you have received this email in error, please notify the system manager or the sender immediately and do not disclose the contents to anyone or make copies thereof.

### Weekly News

- Weekly news are requested by the CD to share with stakeholders through all appropriate school media.
- Stakeholders are responsible for sharing brief, relevant, timely, complete and accurate information and supporting materials with CD.
- Collected news are edited by CD, and draft is sent to all staff and involved parties for review shortly prior to publishing. Final news summary is e-mailed weekly to parents and staff, and news selections may be posted online on BPS website and school Facebook page, or sent via Remind text message and/or paper.
- News include, but are not restricted to: events, instructional projects, field-trips, guest-speakers, volunteer projects, sporting events, outreach, board notices, fundraisers, PR campaigns, advertising, baby showers, weddings, weather updates, etc.
- Do not send out press releases, news or contact members of the press, volunteer or community organizations, or parent body in regards to any particular program or other BPS news without clearing it through admin and CD.

### Online Administrative Rights

- No web pages, social sites or similar outlets should be created by anyone on behalf of BPS without prior review and approval of CD, admin and/or board chair(s)
- When approved, online media must be created and administrated by CD, who may give administrative and/or content creation rights to other authors. Only organization chairs (PTO President, Athletics Director, HOS, etc.) may be given admin rights for liability purposes. Follow all BPS protocols when using social media. CD reserves the right to makes changes on rights, settings, content or other at any time.
- Login information, URLs, passwords or access keys for software, web pages or social media accounts created on behalf of BPS for any communication purpose (instructional, PR or

fundraising, etc.), must be created or submitted to CD and IT for review, management and archive.

Advertising & PR

- All digital or print advertising/fundraising/PR materials, media plans and budgets must be reviewed and approved by admin and CD well in advance (3-4 weeks). Some may also need to be reviewed by the BPS Board.

Events

- All school events must be coordinated well in advance with the administration. The CD should be involved in all aspects of the event pertaining to communications (guidelines, promotion, etc.), and must be notified of events in advance, as to ensure proper planning.
- All BPS-affiliated events, including regular staff or stakeholder meetings, must be conducted with the highest standards of effective, legal, professional and respectful communication, inspired by our charter’s character values and Paideia principles.
- All other BPS policies including, but not limited to Fundraising Policy and Fiscal Policy must be adhered to when planning events.
- The administration and business office approval must be received prior to all events to ensure liability and insurance coverage.

In the event of any communications-related situation arising that is not covered herein, the CD, in collaboration with admin and/or board, will set the appropriate course of action, which will henceforth be the default acting policy, until one can be voted on.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name  
Volunteer/Position etc)

\_\_\_\_\_  
Position (Faculty, Staff, Administration, Board,

*To be signed by all BPS Faculty, Staff and Key Volunteers and kept in personnel file or on-file in business office.*