Palisades Charter High School
Communications Guidelines & Procedures

It is essential that each PCHS stakeholder form a communications plan at the beginning of the school year. This entails developing a specific timeline that takes into consideration what information you would like to communicate, what outlet(s) best serves that purpose, and what timing makes the most sense in terms of getting the information out to parents. Aside from advertising your event and bolstering attendance, you might also want to recruit volunteers, remind parents about upcoming deadlines, or provide a post–event thank you.

Securing Your Date & Location
Most events require a Facilities Use Request Form to secure the date and/or alert the Operations Liaison of specific setup needs. If your event is a new (not annually recurring) event which does not already appear on the school calendar and/or your event requires special setup from Facilities, you will need to fill out a Facilities Use Request From as soon as possible. This form may be downloaded from the school website. Once submitted, Facilities will check to make sure there are no conflicts with other school events and will then enter it on the school's master calendar.

Sharing Your Communication Plan with the Communications Coordinator
Once you have created your timeline, share your communication plan with the Communications Coordinator. Specific content is not needed for the outline of your plan, just the date and communications outlet. In general, all electronic communication from you to parents should go directly to the Executive Director/Principal for approval.

PCHS eNewsletter & Website Guidelines
The PCHS eNewsletter is sent to parents in the form of a weekly email, distributed every Saturday. **This is the primary method stakeholders should use to communicate to parents.** Those who wish to include an item about their event in the weekly eNewsletter should send their write-up to the Coomunications Coordinator. He/She will then proofread and edit as needed and send all approved communications to the Communications Director.

It is important to submit your item at least 48 hours in advance and to carefully consider the timing of the eNewsletter which is weekly.

You should provide:
- Name of the event
- Date and time

- Location
- Who is it for\Title of the event
- A brief description
- RSVP if applicable with a valid email address

If there is additional information for your event (e.g. a volunteer sign-up sheet, photos, a longer description or event instructions), the item will direct parents to follow a link to a webpage to learn further details. **Please make sure your title is descriptive enough that people are inclined to click on the link.** You may want to include a sentence or two in addition to the subject so that people get a sense of what your event is about before clicking the link.

Schoology Postings
All Schoology postings should be proofread before submission to the Communications Coordinator. Please include the audience you wish to direct your posting towards.

Stand-Alone Emails
Some committees or groups will have the opportunity to advertise their event through a stand-alone email that goes out to the appropriate parent group. To be respectful of parents' email boxes, only a limited number of stand-alone emails will be sent.

When deciding whether your event merits a stand-alone email, please consider the following:
- Can the information be better conveyed through the eNewsletter?
- Is this form of communication necessary to bolster attendance, communicate key information, or summarize a series of upcoming events?
- Is there enough content to warrant a stand-alone emali?
- Is this event one in a series?

All requests for stand-alone emails must be approved by the Executive Director/Principal **at least 3 weeks ahead** of delivery. This allows sufficient time for proofreading and editing.

Events featuring speakers and/or authors should use the following guidelines for stand-alone emails:
- Event Title
- Description
    - Speaker bio (if applicable)
    - Essential questions: Consider what is new about what attendees are going to hear.
    - Key take aways. What are the 3 – 5 important ideas/facts/insights attendees will take away?
    - Event timing
    - Location of event
    - Contact info
    - Food/Beverages?
    - RSVP Instructions

PCHS Facebook & Twitter Accounts

The PCHS Facebook and Twitter accounts are for the exclusive use for the school for school-related purposes. Any outside postings to these accounts must have the prior approval of the Executive Director/Principal.

Flyers and Banners

Flyers may be printed and posted around campus or used electronically as a website link. Once you have created your flyer, submit it to the Executive Director/Principal for approval **2 weeks in advance** of your event.

Vinyl banners (large events only) must follow PCHS brand guidelines. Banner designed must be submitted to the Executive Director/Principal **6 – 8 weeks in advance of your event.** Upon approval, arrangements must be made with the Operations Liaison for installation, especially on Temescal fencing.