

APPROVED PCHS COMMUNICATIONS POLICIES:

Acceptable Use Policy- PCHS Owns the computers and the computer systems used in all PCHS' operations and offices. As such, the computers and computer systems (Including the Internet and e-mail) are to be utilized for legitimate school related-business only in the course of the employee's assigned duties. In addition to the system hardware and software, all electronic files and electronic messages are the property of PCHS, whether composed, received, or sent by an employee. Consequently, employees do not have a reasonable expectation of privacy with respect to their usage of PCHS computers or computer systems. E-mail messages reflect directly on PCHS. All such messages should be composed in a professional manner that is similar to messages sent on PCHS letterheads. All e-mail messages and other electronic files constitute business records belonging to PCHS.

Use of PCHS computers and computer systems (including the internet and e-mail) is subject to PCHS's policy which prohibits the harassment of employees or using an inappropriate or offensive language.

PCHS reserves the right to monitor use of PCHS' the right to monitor use of PCHS' computer systems, including the e-mail system or the Internet, at any time. Employees should not consider data stored on their PCHS computer, their Internet usage or email communications to be private. Employees should be aware that deleted files may be retrieved and read by PCHS. PCHS reserves the right to retrieve, monitor, or review any messages, as well as Internet usage data, in PCHS' systems, and may disclose such messages or data for any seeking permission of person. Personal passwords are not assurance of confidentiality and the Internet itself is not secure. All passwords must be made known to PCHS, and passwords not known to PCHS may not be used.

Any software or other material downloaded into the PCHS' computers may be used only in way consistent with the licenses and copyrights of the vendors, authors, or owners of the material. Prior written authorization of the IT Coordinator is required before introducing any software into PCHS' computer system. Employees do not download software, games, or other software unrelated to their work.

Only authorized employees may communicate on the Internet on behalf of PCHS. Employees may not express opinions or personal views that may be misconstrued as being those of PCHS. Employees may not state their PCHS affiliation on the internet unless required as part of their assigned duties.

Do not disclose any information that is confidential or proprietary to PCHS or to any third party that has disclosed information to PCHS (see PCHS' Confidentiality Policy).

Uphold PCHS' value of respect for the individual and avoid making defamatory statements about PCHS students, employees, stakeholders, partners, affiliates and others. Use

appropriate, respectful language. Remember that you are a representative of Palisades Charter High School.

Electronic mail is not private. Electronic mail can be monitored to insure that it is appropriate and access can be canceled if guidelines are not followed. PCHS strives to ensure email communication channels are free from mass email blast. In the interest of a positive school climate PCHS encourages direct communication with individuals: copy as few people as necessary on an email and refrain from using "reply all".

Questions regarding the deletion of files should be addressed to the IT Coordinator.

Any violation of this policy may result in loss of computer Internet access and, if appropriate subject the employee to disciplinary action, up to and including termination.

Employees learning of any misuse of PCHS computer system, including e-mail or the Internet or violations of this policy, shall immediately notify their supervisor or the Human Resources Director.

Blogging and Social Media- Personal websites and web logs (blogs, social media accounts) and other online tools have become key component of open exchange and education and PCHS respects the rights of the employees to use blogs and social media as methods of self-expression. If using an external blog and an employee chooses to identify themselves as a PCHS employee on a website, blog, or social media account, the employee must adhere to the following guidelines:

- Make it clear to the readers that the views expressed are the employee's alone and that they do not necessarily reflect the views of PCHS.
- Do not disclose any information that is confidential or proprietary for PCHS or to any third party that has disclosed information to PCHS. Consult PCHS' Confidentiality Policy for guidance about what constitutes confidential information.
- Uphold PCHS' value of respect for the individual and avoid making defamatory statements about PCHS students, employees, stakeholders, partners, affiliates and others.
- If blogging, or posting activity is seen as compromising PCHS and interferes with the employee's ability to effectively perform their job duties at PCHS, PCHS may request a cessation of such commentary and the employee may be subject to disciplinary action, up to and including termination

For any questions about these guidelines or any matter related to personal website, blogs, or social media accounts, contact Human Resources.

Confidentiality Policy in the Employee Handbook- PCHS employees shall not disclose confidential information acquired by them in the course of their employment with the school, or use such information for speculation or personal gain.

Volunteers who are allowed to access to confidential information must first sign an acknowledgement and agreement form to not disclose such information to any unauthorized persons and to fully comply with all school rules and regulations with regard to such information.

Use of Phone System- PCHS maintains the telephone system for business purposes. Voicemail messages reflect directly on PCHS and all such messages should be composed in a professional manner that is similar to messages sent on PCHS letterhead. Use of the PCHS' voicemail message system is subject to PCHS' policy that prohibits the harassment of employees or using any inappropriate or offensive language.

Because all messages are the property of PCHS, employees should not expect that the message they send or receive are private. Employees should be aware that deleted messages may be retrieved by PCHS. PCHS reserves the right to retrieve, monitor, or review any messages in PCHS' systems, and may disclose such messages for any purpose without notice to the person sending or receiving the message and without seeking permission of the person. Passwords must be disclosed to the appropriate PCHS representative upon request.

Personal use of telephones to local calls is permitted during authorized breaks and lunch-time only. Except upon prior approval from the employee's supervisor, or in the case of an emergency, personal use of telephones for toll calls and at times other than authorized breaks and lunch-time is not permitted. Employees will be required to reimburse PCHS for any charges resulting from the unauthorized personal use of PCHS telephones. Friends and relatives should be discouraged from calling employees during working hours unless there is an emergency.

If PCHS determines that an individual is excessively using the telephone system for personal matters or otherwise abusing the privilege to use the telephone system, PCHS has the right to further restrict employee use of PCHS telephone system. Employees who violate PCHS rules regarding use of the telephone system are subject to discipline, up to and including termination of employment.

Use of Mobile/Cellular Phones- Out of respect to other employees, personal cellular phones should be changed to vibrate or silent mode when in the office or classrooms. Except in cases of emergency, employees are prohibited from making or receiving calls on their personal cellular phone during working hours, except during rest and meal periods. In addition, the use of the camera or camera-equipped cellular phones is restricted to PCHS-sponsored social events. Photos of students or employees should not be taken without their permission.

Employees are expected to comply with state laws regarding the use of cellular phones while driving on PCHS business.

Use of PCHS cell phones or personal cell phones in the office is subject to PCHS's policy that prohibits the harassment of employees or using any inappropriate or offensive language.

Mail- PCHS is not in a position to handle personal mail. Employees should ensure that all personal mail be sent to their homes. All mail sent to PCHS, regardless of whose name appears on the envelope, may be opened as official PCHS business mail.

Except upon prior approval, the use of PCHS-paid postage for personal correspondence is not permitted. Where prior approval is granted, the employee may be required to reimburse PCHS for the postal charges incurred.

Bulletin Boards and Newsletters- Administrative bulletins, week-at-a-glance emails, updates and newsletters contain important information relative to all PCHS employees. These are often sent via email to all employees. In addition, you should take time to review information posted on the bulletin board in the main office and check it for new information.

PROPOSED COMMUNICATIONS GUIDELINES

Press/Media- All communication with members of the Press and Media should be approved beforehand by the Communications Coordinator and the Executive Director. The Communications Coordinator should be notified if a member of the press, or media has reached out to you or your students regarding, or requesting information specific to PCHS. If you are hosting a school sponsored event and would like to invite members of the press, or media, please notify the Communications Coordinator. Confidential information may not be shared with the press, or media. Any information you share with members of the press, or media via PCHS email is not protected by privacy and can be reviewed (See Acceptable Use Policy). When members of the press/media are invited to campus, they will check in with the Main Office to get a visitor's badge, and escorted to the appropriate place by either the Communications Coordinator, or the administrator, or staff member facilitating the visit.

Schoology Guidelines- the purpose of schoology is to communicate important announcements, events, and opportunities to students, faculty, staff, and parents. Schoology posts are for in-school, or school sponsored opportunities and announcements only. Any announcements pertaining to outside events (such as fundraising) must be approved by the Communications Coordinator beforehand. All surveys must be approved by the Main Office/Communications Coordinator before being posted. All posts on Schoology must comply with legislation including, but not limited to, the Children's Internet Protection Act ([CIPA](#)), Children's Online Privacy Protection Act ([COPPA](#)) and Family Educational Rights and Privacy Act ([FERPA](#)).

Infinite Campus- Infinite Campus communication tools are only used for ROBO Calls to the community and Emergency Messaging. All messaging sent through Infinite Campus must be approved by an Administrator and the Communications Coordinator. Please keep ROBO calls to a minimum. Overloading the community with calls decreases the effectiveness of all communication PCHS sends out.

PCHS Communications Guidelines and Procedures for parents-

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 Form 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 Communications 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 email?
- 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.



Schoolology Code of Conduct

1. While on Schoolology, what I say and how I say it will be school appropriate.
2. I will use posts to discuss school-related content only.
3. I will use a respectful tone of voice when posting. All school rules and consequences related to harassment apply to Schoolology.
4. I will use appropriate grammar instead of texting language.
5. I will not reveal any personal information on Schoolology. This includes telephone numbers, addresses, emails, etc.

Posting & Replying to Messages or Comments

- Post a note to the whole group if your question is about something the whole group should know (assignments, instructions, due dates etc.)
- Send a note only to your teacher if you want to talk about something that doesn't relate to everyone.
- Don't post questions or comments about personal issues or topics. Keep private information private.
- Keep your conversations on topic.
- If you're not sure if a word, joke, or image is okay, then it's probably not. DO NOT write posts that tease, bully, annoy, spam, or gossip about any other person.

Inappropriate Content

- If you think there is something inappropriate posted on Schoolology, please tell your teacher immediately!

Punctuation & Grammar

- No txtng lingo. I am ur tcher...show me that u have lrnd how 2 spell.
- DO NOT PUT SENTENCES IN ALL CAPITAL LETTERS. This is considered shouting!
- Do not end sentences with more than one exclamation mark!!!!!!!!!!!!!! Or question mark??????????????
- Please please please do not repeat a word more than necessary.

By signing this and using Schoolology, you are agreeing to the terms listed above..

Name: _____ Signature: _____