

POLICY NAME: Policy on Official Communications
POLICY NUMBER: 5.0
DATE OF APPROVAL: 15 September 2015

POLICY CROSS-REFERENCED:

- The Beacon Academy Definitions and General Principles
- The Beacon Academy Human Resources Manual
- The Beacon Academy Faculty Manual
- The Beacon Academy Code of Ethics
- The Beacon Academy Student & Parent Handbook 2015-2016

REFERENCES

- Revised Manual of Regulations for Private Schools in Basic Education
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POLICY STATEMENT

The official communications of the Beacon Academy to its various stakeholders is of paramount importance in transmitting accurate information, soliciting support, and conveying the nature and values of the school.

“Official communications” refer to the transmission of messages, via different channels (including, but not limited, to letters, reports, electronic mail, web-based and social media, posters) that represent the intentions, interests, perspectives and positions of the school as an institution. These may be intended for internal publics (administrators, faculty, staff, students, parents and/or guardians, and members of the Board of Trustees); or external publics (professionals, media organizations, college and universities, high schools, companies and organizations, the general public).

These messages are professional in nature and are therefore bound by the care, courtesy and substance required of such messages.

POLICY GUIDELINES

1. The official name, logo, colors and motto of the Beacon Academy may only be used for internal and external communications upon approval by the Head of School or his/her designated representative.
2. Messages are considered official if transmitted:
 - i. Using official letterhead of the Academy and/or its programs, whether in hard-copy or electronic form. Communications must be duly signed by administrators.
 - ii. Using the official email address of the Academy (@beaconacademy.ph). The @beaconacademy.ph address is the property of the Academy and is provided only to employees and students of the Academy.
 - iii. Using official school-sanctioned channels, such as the Academy newsletter, official website and social media accounts.
 - iv. Using official school telephone lines.
 - v. In the context of official events, presentations or meetings.

3. Correspondence and Reports

- i. All official correspondence, forms, reports and documents transmitted to internal or external publics must have the approval and signature of the Communications Associate and/or Head of School or his/her designated representative.
- ii. All official letters, forms, reports and documents are distributed by the office of the Head of School.

4. Telephones and Mobile Phones

- i. The office of the Dean of Students approves the student use of phone or mobile lines.
- ii. The office of the Dean of Students is authorized to use phone or mobile lines in order to determine a student absence or tardiness or in cases of emergency.
- iii. Academy personnel must seek approval from school administration (e.g. Dean of Students, Dean of Faculty, DP Coordinator, MYP Coordinator—depending on the the nature of the message) before calling a student or parent at home.
- iv. Academy personnel are not advised to contact a student or parent on his or her mobile phone unless deemed necessary.
- v. It is not advisable that Academy personnel provide personal mobile numbers or landlines to a student or parent.
- vi. SMS on Mobile Phones should not be used for the submission of official requests or reports.

5. Email

- i. Email is an acceptable and efficient way to share information to various members of the internal public, including official requests or reports.
- ii. All official group emails must be blind copy-furnished (“bcc”) to avoid mass replies.
- iii. For purposes of transparency and depending on the nature of the message, official email communications to students and parents must copy-furnish (“cc”) the student/s’ program head (Dean of Students, Dean of Faculty, DP Coordinator, MYP Coordinator).
- iv. It is recommended that all official emails sent to parents be approved by the student/s’ program head (Dean of Students, Dean of Faculty, DP Coordinator, MYP Coordinator) depending on the nature of the message.
- v. All official email to the Board of Trustees must be approved by office of the Head of School.

6. Newsletter

- i. The Beacon Academy has a newsletter which is email-blasted to the internal public and posted on the official website twice a month.
- ii. All members of the community may share announcements on activities for the community.

- iii. Information (text and images) for inclusion in the Academy newsletter is to be sent for approval and formatting by the Communications Associate.

7. Website

- i. The Beacon Academy's website (www.beaconacademy.ph) is the official web site of the school and contains information for both internal and external publics.
- ii. The website offers a private section for internal communications (Students & Parents Page). Forms, documents, and photos may be uploaded into this section for the convenience of our internal publics.
- iii. Official communications for inclusion in the Academy website is sent for formatting to the Communications Associate once approved by appropriate channels.

8. Social Media

- i. The Beacon Academy has the following social media accounts for official communications: Facebook, Instagram, Twitter, YouTube, Tumblr, Vine, SnapChat, WhatsApp and Viber.
- i. Academy personnel are discouraged from adding students and parents as "friends" on personal social media accounts in order to maintain the professional distance expected by their affiliation with the school and of their status with their clientele.

9. Guidelines for Communications to External Publics

i. Media Organizations

- a. All statements and contact with media organizations must be approved by school management.

ii. Colleges and Universities

- a. All marketing collaterals (brochures, school profiles, media) to be sent to colleges and universities must be approved by school management and the beginning of the academic year.
- b. Academy personnel involved in communicating with colleges and university must undergo a communications training seminar with the Communication Associate at the beginning of the academic year.

iii. Elementary or High Schools

- a. All official correspondence of the Admissions Officer and School Registrar with elementary or other high schools must be approved by school management.
- b. The Admissions Officer and School Registrar must undergo a communications training seminar with the Communication Associate at the beginning of the academic year.

iv. General Public

- a. Official email communication with the general public (for concerns, inquiries, etc.) must pass through only two official email addresses: the Communications Associate at info@beaconacademy.ph; and the Admissions Officer/ School Registrar at

admissions@beaconacademy.ph. All electronic inquiries from the general public should be referred to these two addresses.

- b. Academy personnel are expected to conduct telephone communications professionally (promptly, courteously and efficiently.)

POLICY REVIEW

This Policy on Official Communications will be reviewed every five (5) years.