



EXTERNAL COMMUNICATION

Rationale:

Communication with external stakeholders must reflect the school's Charter, and preserve the school's good reputation.

Purpose:

The purpose of this policy is to provide guidelines for communication with the media and other external parties.

Definitions:

Media – includes television, newspaper, radio, social media or any other public communication channel.

Scope:

This policy applies to all staff and board members.

Guidelines:

1. The Principal (or in their absence, the Deputy Principal), may speak to the media about day to day operational matters.
2. The Board Chairperson may speak to the media about board matters including matters involving the Principal.
3. Staff may not discuss any school issues with the media. If contacted they should make "no comment" reply and refer the matter to the Principal or Chairperson.
4. Staff may be delegated by the Principal to liaise with the media about specific operational matters (e.g. sport cancellations).
5. Staff may not make negative comment on school matters (including about students or staff) in the community. Negative comments may be misinterpreted, have serious unintended consequences and cause damage to individual or school reputation.

Review Details:

| Review Date | Reviewed by |
|------------------------------|---|
| Aug 2020 | SMK |
| Review cycle: 3 years | Due date for Review: August 2023 |

Management Contact:

- Principal