**CoYOTe AtTeNTiON Inc. Communications Policy**

**Effective Date:** May 17, 2025 **Last Reviewed:** May 17, 2025

**1. Purpose and Philosophy** CoYOTe AtTeNTiON Inc. (“the School”) is committed to fostering clear, respectful, timely, and effective communication among all members of our community, including students, parents/guardians, faculty, and staff. This policy aims to: \* Ensure that parents/guardians can manage the communications they receive from the School. \* Comply with applicable legal and privacy regulations, including those related to telemarketing and data protection (e.g., TCPA, CAN-SPAM, FERPA, COPPA, and relevant state/local laws). \* Establish clear guidelines for staff regarding professional communication, including the use of personal social media. \* Protect the privacy and well-being of our students.

**2. Scope** This policy applies to all CoYOTe AtTeNTiON Inc. employees (faculty, administration, and support staff), contracted personnel, volunteers, students, and parents/guardians.

**3. Communication with Parents/Guardians**

* **3.1. Preferred Contact Methods & Communication Types:**
	+ Parents/guardians have the right to specify their preferred method(s) of contact (e.g., email, phone call, SMS/text message, school portal message) for non-emergency communications.
	+ Parents/guardians also have the right to specify the types of general, non-critical communications they wish to receive (e.g., general newsletters, fundraising appeals, non-curricular event notifications). This does not apply to essential academic, behavioral, or safety-related communications.
	+ The School will provide an annual enrollment form for parents/guardians to indicate and update these preferences.
	+ The School will make all reasonable efforts to honor these preferences for non-emergency communications.
* **3.2. Official School Communication Channels:** Official communication from the School to parents/guardians will primarily occur through:
	+ The official School email system ((e.g., **coyoteattention.com?**))
	+ The School’s official phone lines
	+ The School’s designated Parent Portal / Learning Management System (LMS)
	+ Official School newsletters and mailings
	+ Emergency alert systems (which may utilize all available contact methods)
* **3.3. Response Times:** Staff will endeavor to respond to parent/guardian inquiries via official channels within 24 business hours while school is in session.
* **3.4. Emergency Communications:** In the event of an emergency, the School reserves the right to use any and all contact information on file to communicate critical safety information to parents/guardians, irrespective of stated preferences for non-emergency communication.

**4. Staff Communication Practices & Social Media**

* **4.1. Professional Conduct:** All communication by staff, whether through official School channels or on personal platforms, must be professional, respectful, and align with the ethical standards of the teaching profession and CoYOTe AtTeNTiON Inc.’s values.
* **4.2. Communication with Students and Parents/Guardians:**
	+ All academic, disciplinary, and official School-related communication between staff and students or their parents/guardians must occur through official School Communication Channels (see Section 3.2).
	+ Staff are **strongly discouraged** from interacting with current students (or any individual known to be under the age of 18) via personal communication channels (e.g., personal email, personal social media direct messages, personal phone numbers for texting/calling), even if such interaction might be deemed permissible by guidelines of external organizations (e.g., clubs, community groups). The School’s policy takes precedence in the context of the staff member’s role at CoYOTe AtTeNTiON Inc.
* **4.3. Staff Personal Social Media Use:**
	+ Staff are free to use social media in their personal lives.
	+ However, personal social media use must be consistent with expectations for professional conduct in the teaching profession. This includes refraining from:
		- Posting derogatory, defamatory, or harassing content about students, parents, colleagues, or the School.
		- Posting content that is illegal, obscene, or could reasonably be seen as undermining their professional credibility or the School’s reputation.
		- Representing personal opinions as those of CoYOTe AtTeNTiON Inc. unless explicitly authorized to do so.
* **4.4. Protecting Student Privacy on Personal Accounts:**
	+ Staff **must not** post names, photographs, videos, audio recordings, work-samples, or any other personally identifiable information (PII) of students on their personal social media accounts or any non-School-controlled platform.
	+ This includes “friending,” “following,” or otherwise establishing direct connections with current students on personal social media platforms.
	+ If any student PII is inadvertently posted or discovered on a staff member’s personal account, or if a request for removal is made by a parent/guardian, eligible student (18+), or School administration, the staff member must promptly comply with the request to remove such information.
	+ Exceptions to this policy should be approved in writing by school administration such as when posting about a minor you have custodial rights over.
* **4.5. School-Sanctioned Social Media:** Any social media accounts representing CoYOTe AtTeNTiON Inc. or its official programs/departments must be authorized by School administration and managed by designated personnel according to specific guidelines.

**5. Student Communication** Students are expected to use official School channels for communication with staff regarding academic and school-related matters. All student communication should be respectful and appropriate, in line with the School’s code of conduct and digital citizenship expectations.

**6. Data Privacy and Security** The School is committed to protecting the privacy of student and parent/guardian data collected for communication purposes. Data will be stored securely and used in compliance with applicable privacy laws (e.g., FERPA, COPPA, state laws).

**7. Reporting Concerns and Policy Violations** \* Concerns regarding potential violations of this Communications Policy should be reported to the Principal. \* Violations of this policy may result in disciplinary action, up to and including termination of employment or dismissal from the School, consistent with other School policies and legal requirements.

**8. Policy Review and Updates** This Communications Policy will be reviewed annually by School administration and updated as necessary to reflect changes in technology, legal requirements, and best practices. Employees, students, and parents/guardians will be notified of any significant changes.

**9. Acknowledgment** All staff members will be required to acknowledge that they have read, understood, and agree to comply with this Communications Policy. This acknowledgment may be part of the annual contract renewal process or a standalone document.