



Hillview College Parent Teacher Association (PTA)

Communications: *Policy, Procedures, Guidelines*

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Section 1: PURPOSE

- Item a:* The Association has an obligation to ensure all information regarding its affairs is disclosed to the public in an appropriate manner.
- Item b:* The Association shall promote its events and encourage membership via all platforms of communication adhering to the practices and principles of Hillview College and the Presbyterian Church of Trinidad and Tobago.

Section 2: POLICY STATEMENT

- Item a:* The Communications Policy will assist the Association in satisfying the following objectives:
- i. To ensure that information is disclosed in a timely, consistent and appropriate manner;
 - ii. To provide guidelines for the broad dissemination of information pursuant to all applicable legal requirements;
 - iii. To prevent the improper use or premature disclosure of confidential information;
 - iv. To provide direction for all Association members in the appropriate treatment of confidential, general and routine Association information;
 - v. To respond to feedback with relevant information; and
 - vi. To handle escalating issues by directing them through the appropriate channels.

Section 3: BENEFITS

To help create, disseminate, manage and sustain the flow of information associated with Hillview College to its stakeholders and the wider public in an appropriate, accurate, efficient and timely manner.

Section 4: GUIDELINES

Sub-Section 1: Content

Item a: All content used by the Association shall:

- i. Be civil, cordial, and relevant
- ii. Be welcoming to all families, considerate to cosmopolitan country mix and religions
- iii. Not use explicit, or profane language and acronyms of explicit expressions
- iv. Not use offensive or obscene language, including but not limited to ethnic, religious, racial slurs, gender, sexual orientation, nationality, physical and mental capability, and social class
- v. Not air grievances with the Association, school board members, school administrators, teachers, Association member, students or other individuals
- vi. Not further an issue or product for personal or professional gain
- vii. Not include documents that are for members only, such as bylaws, minutes, and financials, unless access is protected and available only to members of this Association
- viii. Not endorse, promote, or solicit on behalf of a business, political parties , product, or service
- ix. Not endorse a candidate or political party or demonstrate such bias
- x. Not include comments and posts intended as advertising or selling any interest of a personal nature
- xi. Not use outdated and inaccurate information
- xii. Obtain permission from individuals prior to posting photographs and videos.

Sub-Section 2: Disclaimer

Item a: The Association is a noncommercial, nonsectarian, nonpartisan organization that does not endorse any candidate, political party, products and services that are not related to Hillview College.

Item b: Solicitation shall not be endorsed by the Association.

Sub-Section 3: Non-compliance

Item a: Any content which is not endorsed by the Association shall be immediately removed from any of the Association's related platforms.

Item b: Any offensive or inappropriate content found on any of the Association’s related platforms will be removed, the author will be banned and reported to the relevant authorities and if necessary the platform will be taken offline temporarily.

Section 5: PROCEDURES

Sub-Section 1: Disclosure of Information

Item a: All information shall be disclosed by the Association in a timely, consistent and appropriate manner.

Item b: All information disseminated by the Association should be pursuant to all applicable legal requirements.

Item c: All members of the Association shall maintain confidentiality of all information.

Item d: All information of the Association shall remain confidential until such time that it is deemed necessary to be disseminated by the Executive Committee.

Item e: The Association shall use the following channels to disseminate information:

- a. Electronic communication (email, voice)
- b. Websites (PTA, HVC)
- c. Social media (Facebook, Twitter, Instagram, Pinterest, Blogs, etc.)
- d. Print (Newspapers, Letterhead, Minutes, Reports, news releases, other documents)
- e. Television
- f. Radio

All information to be disclosed from the Association must be approved by the Executive Committee.

Item f: All internal communications shall be disseminated by the Secretary, Assistant Secretary, Vice President or President.

Item g: All external communications shall be disseminated by the Public Relations Officer, Vice President or President.

Item h: The Hillview College ICT (Information and Communications Technology) Team shall be responsible for the management of the Hillview College and Association websites, Hillview College Facebook page and any other web-based communication platform.

Item i: The Association must obtain approval for the release of any photographs or videos from the owner of these content before publishing.

Sub-Section 2: Media Relations

Item a: The designated spokesperson for the Association shall be the Public Relations Officer, President, Vice President, Secretary or Assistant Secretary respectively.

Sub-Section 3: Feedback

Item a: The Association shall respond to correspondences received with relevant information in a timely manner.

Item b: The Association shall handle issues by escalating them through the appropriate channels.

Sub-Section 4: Data Security and Protection

Item a: All credentials (usernames and passwords) to access the Association website and email account shall be distributed to the President, Vice President, Secretary and Public Relations Officer.

Sub-Section 5: Grievances/Complaints:

Item a: Any grievances or complaints should be channeled through the Secretary of the Association.

Section 6: ROLES AND RESPONSIBILITIES

The Communications Policy shall be managed by the Executive Committee of the Association.

Section 7: DEFINITIONS

Association	The Hillview College Parent Teacher Association.
Content	All information in print, digital, sound or video associated with Hillview College and the Hillview College Parent Teacher Association.
Data	All information that is captured, generated, produced, disseminated, and/or stored that is related to the Hillview College Parent Teacher Association.
Data Security and Protection	Strategies used to safeguard data and information that is related to the Hillview College Parent Teacher Association.
Disclaimer	A statement that specifies the rights and obligations that may be exercised and enforced by the Hillview College Parent Teacher Association.
Disclosure	The manner in which information is disseminated or revealed by the Hillview College Parent Teacher Association and its members.
Electronic communication	All information that is created, stored or disseminated electronically including voice (telephone), e-mail and computer files related to the Hillview College Parent Teacher Association.
ICT	Information and communications technology(ies)
Media	Communication channels through which news, education, data, or other information are disseminated including newspapers, magazines, television, radio, billboards, direct mail, telephone, fax, email, social media and internet about Hillview College and the Hillview College Parent Teacher Association.
Non-compliance	Non-adherence to or failure to act in accordance with the Constitution, Policies, Procedures and Guidelines of the Hillview College Parent Teacher Association.

Platform	Any system that is used to capture, generate, produce, disseminate, and/or store information about Hillview College and the Hillview College Parent Teacher Association including but not limited to the print, electronic and the internet.
Noncommercial	Not involved in commercial activity or for the purpose of profit.
Nonsectarian	Not involved in religion or politics.
Nonpartisan	Does not support any political group.
Social media	Computer-based tools that that allow the Hillview College Parent Teacher Association to create, share, or exchange information, interests, ideas, and pictures/videos in virtual communities and networks.
Website	A related collection of files/pages on the World Wide Web (WWW) including the ‘start point’ or home page that includes multimedia content about the Hillview College Parent Teacher Association. It is identified with a common domain name (http://hillviewcollege.edu.tt/portals.pta.php) and is published via a web server.