INTRO

This document serves as a public relations framework for communicating to external audiences.

Here you will find information on policies and best practices for public relations tools, including social media and our school websites.
ABOUT COMMUNICATION AMBASSADORS

One or two communication ambassadors are selected for all schools every year. These decisions are made by the school principal and the Public Relations Officer.

If a school has two communication ambassadors, responsibilities should be delegated and understood by each ambassador.
OUR TEAM

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PUBLIC RELATIONS OFFICER

Rodney Thomason
DIRECTOR OF TECHNOLOGY

EJES
ASHLEY WHEELER
WENDY DILLOW

MES
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MANDY BYERS

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JILL WELDON
MELISSA GILLESPIE

EMPOWER
HOLLY CANUP
The district and school websites are used to communicate to external audiences. Meaning, internal messages should be communicated through email, phone, or by using the staff portal.

The website is a place for parents and outside community stakeholders to learn about our schools.
The Public Relations Officer is responsible for the District’s website.

- The PR Officer will determine content editors and designate what pages they are responsible for updating on the district site.
- Content editors should only edit/revise/update the pages they are assigned.
- Content editors should inform the PR Officer via email when the website has been updated.
- The PR Officer will have the discretion to edit or remove information content editors have included on websites.
- The Director of Technology will serve as the responsible party of all websites in the absence of the PR Officer.

The designated communication ambassador at each school is responsible for their school’s website.

- Working with the PR Officer, the communication ambassador will designate content editors for the school website.
- Communication ambassadors will have the discretion to edit or remove information content editors have included on websites.
- The PR Officer will have the discretion to edit or remove information on school websites.
- Communication ambassadors should contact the PR Officer for assistance with any website-related issue.
- The PR Officer will serve as the responsible party of school websites in the absence of the communication ambassador.
Social media is a place to share stories on what is going on in your school community. The district and its schools use Facebook, Instagram, Twitter, and YouTube to host official accounts affiliated with JCSS.

We encourage the use of #successatjcss to connect all stories and to create a digital footprint that is recognized by remarkable leadership, character, and performance.
SOCIAL MEDIA POLICY

All content posted on official District and school social media channels should represent the school system well, always centering ethical and meaningful content for our community.

- The Public Relations Officer is responsible for the District’s social media channels.
  - These accounts are linked to the email address JCSSPR@jcss.us.
  - The Director of Technology will serve as the responsible party of all social media in the absence of the PR Officer.

- The designated communication ambassador at each school is responsible for their school’s social media.
  - These accounts are linked to the email address [school name].PR@jcss.us.
    - Only one communication ambassador will have access to the login credentials and cannot share this information with another person.
    - In the absence of the communication ambassador, a principal can contact the Director of Technology to temporarily reset passwords so information can be posted to social media channels in a timely manner.
  - The PR Officer will have the discretion to edit or remove information on school social media channels.
  - Communication ambassadors should contact the PR Officer for assistance with any social media issues.
DIGITAL MEDIA BEST PRACTICES

BRANDING

Design professional materials using high-resolution versions of your logos.

Use the appropriate hex code and font choice for your digital materials.

Digital materials should have a cohesive look. Meaning, your letterhead, Slide Decks, and graphics should match.

Images and videos that are distributed should be in focus, with good lighting, and promote our culture of Success at JCSS.

DISTRIBUTION

Everything does not need to be distributed on Facebook. All materials do not need to be on the website. Be thoughtful and clear with your messaging. Do not clutter your websites or social channels.