

GENERAL TCSS COMMUNICATIONS PROTOCOLS

Objectives

- Communicate as fully as possible and as soon as practical on topics of interest to external stakeholders, ensuring transparency and credibility.
- Use social and traditional media platforms, and the TCSS and school's websites, reaching external stakeholders with messages that are consistent across departments and schools.
- Work with external media, partners, and outside organizations to promote TCSS.

Process

- Develop/distribute material that originates from Central Office and school Media Specialists through traditional media/outlets and the TCSS/school's media platforms and websites.
- Serve as point of contact for inquiries for external media.
- Support staff members at each school who are responsible for communication via social and traditional media, their school websites, and other platforms as appropriate; in particular:
 - Supporting/Coordinating communication efforts by school staff (see examples below).
 - Providing training and assistance on a regular basis for internal TCSS and school news, events, and social platforms.
- Support internal and school communication efforts

Examples of needs for coordination between TCSS communications and school personnel:

Issue	Responsible for Communication	Support From...
<i>School closings, schedule changes</i>		
Individual school/transportation delay	School (notify Cabinet Offices and PR)	TCSS PR if needed
All schools closed/major transportation delays	TCSS PR	School Admin., District Admin., Staff
<i>Grants, awards, scholarships, well-known guest speakers, signing days, other celebrations</i>		
School/student/teacher receives BIG award/honor	TCSS PR works with school for higher visibility	Principal, Staff, Honoree, School Contact
Spelling Bee/Academic Meets - school level win	School (notify Cabinet Offices and PR)	Club Advisor
DECA/Drone Competition - state/district level qualifier and/or winner	TCSS PR works with school for higher visibility	Principal, Staff, Club Advisor
GA Pre-K, Red Ribbon, School Lunch Week, etc.	School (notify PR of events/activities)	Event Coordinators
BAD NEWS, NEGATIVE NEWS	TCSS PR coordinates with Cabinet/Schools as soon as issue is identified	Cabinet, School Admin.