

# Marketing and Communications Policies and Procedures

## AGMS PTO



The goal of these procedures and policies is to help all committees get information out quickly, effectively and accurately. It is the responsibility of every committee chair to be aware of the procedures and to submit information **regardless** of whether it is already on the school calendar.

PTO Executive Board and principal have final approval on all communications and the right to edit text submitted for clarity, brevity, etc.

### Scope of Approved Communications

- The communication avenues described in the remainder of the document will be used only for topics that are directly applicable to AGMS, students or parents.
- Topics that are outside events or offers will **ONLY** be approved if they directly relate to AG school students or parents (sports offerings for applicable age group).
- Events or offerings for other schools will not be included, unless they are specific for rising students or prospective parents.

### I. PTO Calendar

- The PTO maintains a calendar of PTO events throughout the year, which is on the PTO website. It is the responsibility of every committee to ensure the calendar is accurate and updated with changes. Any changes should be sent to the PTO co-presidents at [agmsptoinfo@gmail.com](mailto:agmsptoinfo@gmail.com).
- The school staff also maintains a calendar of school events to ensure appropriate rooms are reserved. The two calendars should always be in sync.

### II. Weekly Email Communication

- The weekly PTO email newsletter, the Bulldog Bulletin, is sent on Wednesdays.
- The deadline to be included in the newsletter is the **Friday** prior to publication date.
- When submitting information for publication, please provide the following:
  - Event/Item details.
  - Specific dates and times (e.g. deadlines, beginning/end time of events).
  - Contact information for questions (name, email and phone number).
  - Links to be included. You may also include graphics and/or photos.
- Newsletter items should be sent by the Friday before it is needed to run to [agmspto.org/bulldog-bulletin-social-media-submission-form/](http://agmspto.org/bulldog-bulletin-social-media-submission-form/)
- Or [AGBulldogBulletin@gmail.com](mailto:AGBulldogBulletin@gmail.com) with copies to the PTO co-presidents at [agmsptoinfo@gmail.com](mailto:agmsptoinfo@gmail.com).
- At the conclusion of your event, please consider a newsletter publication to update AGMS families on the result (e.g. amount raised at spirit night, pictures of the event, thanking volunteers for their help).

### III. Social Media

- Social media may be used to make announcements regarding school and PTO events.
- AGMS social media accounts are owned and maintained by an AGMS CMS employee, and all requests should be submitted five days prior to the post date.
- All events that are submitted for the Bulldog Bulletin weekly email will automatically be considered for social media.



- Additional items to be included on social media (that are not in the Bulldog Bulletin) should be sent to [agmspto.org/bulldog-bulletin-social-media-submission-form/](https://agmspto.org/bulldog-bulletin-social-media-submission-form/), with copies to the PTO co-presidents at [agmsptoinfo@gmail.com](mailto:agmsptoinfo@gmail.com).
- The request should include:
  - Brief text to be used in the post, appropriate for Facebook, Instagram, and Twitter.
  - Provide an image to be included, if appropriate (note: Instagram requires an image).
  - Date the item should post to social media.
  - Include any tags or hashtags that should be used.
- For guidance on how to communicate effectively on social media, contact the VP of Communications ([katiegrl@gmail.com](mailto:katiegrl@gmail.com))

#### IV. Website Updates

- The website has general PTO information such as:
  - PTO Calendar and Roster
  - PTO Forms (check request, deposit forms) and Procedures (Marketing & Communication, Financial, Fundraising)
  - Archive of Meeting Minutes
  - Most recent Bulldog Bulletin email newsletter and link to sign-up
- The website also has pages for the following committees; committee chairs are responsible for keeping information on their page current:
  - Community Partners
  - Prospective Parents
  - Bulldog Club
  - AG Fund
  - AG Clubs
  - Inreach
- All events that are submitted for the Bulldog Bulletin weekly email will automatically be considered for the website.
- Additional items to be included on the website (that are not in the weekly email) should be sent to Tricia Vaughan ([psvaughan22@gmail.com](mailto:psvaughan22@gmail.com)) with copies to the PTO co-presidents at [agmsptoinfo@gmail.com](mailto:agmsptoinfo@gmail.com).
- The web site will be updated as needed. However, items for the website should be submitted at least two weeks in advance of the event or program (allow one week for posting and one week for display on the website).
- Graphics, logos and photos are okay for the website.

#### V. Message Board/Marquee

- Requests for messages/announcements on the marquee should be sent to Sonya Snowdon ([swsnowdon@live.com](mailto:swsnowdon@live.com)) with copies to the PTO co-presidents at [agmsptoinfo@gmail.com](mailto:agmsptoinfo@gmail.com).
- Sonya will manage a calendar of requests and work with staff and the PTO Exec Board to prioritize any competing messages.

#### VI. AG Closed Circuit TV



- AG TV is a great way to get messages to students regarding upcoming events (like Lost and Found or Honor Roll awards).
- Teacher Ashli Calvert manages the morning “production” and can help schedule a guest appearance or arrange for students to present your topic. Please contact Ashli at least 2 weeks in advance at [ashli.calvert@cms.k12.nc.us](mailto:ashli.calvert@cms.k12.nc.us).

### VII. Flyers, Banners or Other Printed Material:

- Banners and posters must be submitted for approval to the Principal ([dawseyd.conner@cms.k12.nc.us](mailto:dawseyd.conner@cms.k12.nc.us)) and the PTO co-presidents ([agmsptoinfo@gmail.com](mailto:agmsptoinfo@gmail.com)) **one week** before printing.
- All documents, letters or flyers that are intended for the entire school, entire staff, or entire grade must be submitted for approval to principal and PTO co-presidents ([agmsptoinfo@gmail.com](mailto:agmsptoinfo@gmail.com)) **one week** ahead of printing.
- All documents with smaller distribution than above must be submitted for approval to the PTO co-presidents ([agmsptoinfo@gmail.com](mailto:agmsptoinfo@gmail.com)) three days in advance of printing.
- For documents requiring copies.
  - There are copy machines for PTO use in the staff lounge.
  - The RISO machine should be used for larger jobs (15 or more copies) due to decreased cost and increased speed.
  - The white paper in the staff lounge can be used for PTO copies. If you have specific color requirements please get administration approval first or bring your own paper.
  - Please note that the PTO **WILL NOT** reimburse for copies made outside of these options.
- Executive Document Services for complex jobs requiring folding, card stock, etc.
  - Contact David Dees at iCi Printing ([david.dees@executivedocumentservices.com](mailto:david.dees@executivedocumentservices.com)) for quotes or questions.
  - Final documents can be emailed to the printer 3-5 business days in advance and will be delivered to school. Include specific instructions:
    - Number of copies need
    - Front / back or single sided?
    - Stapled or bound?
    - Color paper desired (this is available at an additional cost of .02 per sheet)
    - Color ink desired (this costs significantly more and should be discussed with Exec in advance)
    - Date needed (3-5 business days or more in advance)
- AGMS has a poster maker which can be used by the PTO. Requests for use of the poster maker should be sent to the co-presidents ([agmsptoinfo@gmail.com](mailto:agmsptoinfo@gmail.com)).
- CMS Graphics Department is an option, but recommended only for banners, yard signs, or other “graphic intense” jobs. Contact number is (980) 343-3880.

### VIII. Approved AG Logos

- There are 2 AG logos available on the PTO website. These are the only approved logos and should be used for all communications and merchandise.



- If additional logos are needed for specific events or simply for additional variety, please contact the PTO co-presidents ([agmsptoinfo@gmail.com](mailto:agmsptoinfo@gmail.com)) as this must be approved by Mr. Conner and requested from the CMS Graphics Department.