



# AMERICAN SCHOOL OF GUATEMALA

DELVALLE  
GRUPO EDUCATIVO

## COMMUNICATION POLICY

### FACULTY VIRTUAL GUIDELINES

At CAG, digital and social media channels are used as a way to communicate and connect with our community. While social media can be fun and valuable, there are specific guidelines you need to keep in mind when using these tools. As members of the CAG community, the School expects you to follow these basic principles:

#### Use good judgement and be responsible

- We expect every member of the CAG community to behave in a way that will make you and others proud and reflect well on the school.
- Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information.
- Do not badmouth the school, this damages the school reputation and ultimately reflects bad on you.
- Understand that no individual (faculty, staff, or administrator) represents the official voice of school authorities when voicing opinions about the school.
- Remember that people value and consider your opinion as a representation of CAG. As a member of CAG's faculty and staff, your voice will be considered as the truth, keep this in mind when voicing your opinions about the school through any channel of communication.

#### Be respectful

- Always treat others in a respectful and considerate manner. Treat others as you would like to be treated.
- Respect the channels of communication in the institution when expressing concern or opinions. This means teachers will start by talking to great level coordinators, department chairs, section leadership, CTL department, deputy director, and the last point of contact will be the office of the General Director.
- Represent yourself and the school responsibly, honestly, and in ways that align with the values of the school on all school associated social media, digital platforms, and communication channels.
- In the event of virtual learning, assume positive intent in all communications, and seek first to understand. Be cognizant that the factors leading the school to undergo virtual education may be having a significant impact on students and/or families.

THE AMERICAN SCHOOL OF GUATEMALA  
Section 1783, POB 25339, Miami, FL 33102 USA  
Phone: (502) 2500-9595 Fax: (502) 2369-8335 [www.cag.edu.gt](http://www.cag.edu.gt)

Authorized by the Ministry of Education of Guatemala  
Accredited by New England Association of Schools and Colleges  
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- Avoid sarcasm at all costs, especially in written communication when you cannot guarantee the tone of the message will be interpreted as such.

## **Be confidential**

- Do not publish or post information that is considered confidential. Online conversations are never private.
- Respect the confidentiality of any academic or behavior discussion related to your students and that of other children.

## **Specific Social Media and Webpage Guidelines**

- Respect brand, trademark, copyright information and/or images of the school.
- No individual or third party may participate in social media on behalf of CAG. Do not open or manage an account under the school name or brand.
- The communications office will make sure that all photographs published and used for communication purposes are respectable and promote student centeredness.
- Teachers may not post photographs of students on their personal social media accounts.
- Student achievements are recognized through the school's official communication channels when the achievement has been obtained while representing the school.

(Taken from <http://www20.csueastbay.edu/ua/communications/social-media-guidelines.html>)

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