MERCY COLLEGE MACKAY
EXTERNAL COMMUNICATIONS POLICY

Year Adopted 2016
Policy No. 01/2016

POLICY AREA: External Communications

PREAMBLE:
Mercy College Mackay is committed to effective communication with the broader community. Communication options are many. This policy outlines the formats supported by Mercy College to engage externally.

RATIONALE:
Mercy College Mackay realises that adapting to the shifting methods of communication is integral for engaging, collaborating and building relationships outside the school. These communications reflect the school’s values.

VALUES:
The communications with Mercy College will uphold the values of;
- Dignity
- Respect
- Integrity
- Equity

POLICY STATEMENT:
Mercy College Mackay will maintain a diverse and appropriate external communication structure.

IMPLEMENTATION ISSUES:
1. Mercy College acknowledges that much communication occurs through social media. Currently the school does not intend to increase social media as a communication strategy due to the considerable number of avenues which already exist, the appropriateness of this medium, the resources required to manage it effectively and the position that the school’s commitment to community engagement is through actions and participation levels.

2. The school will engage with external stakeholders through the following mediums;
   - the School Stream App for instantaneous and important communications
   - text messages for instantaneous and important communications
   - fortnightly on-line newsletters covering the full range of school activities
   - written notes and permission slips for specific events
   - on-line parent note access
   - on-line availability of all policy, enrolments and procedural information
   - enrolment and orientation events at the College
   - the parent lounge on-line system for parent-teacher interviews, assessment results, personal details, teacher contact and report cards.

3. Mercy College participation levels and success rates in a complete range of academic, cultural and sporting activities and events plays a primary role in conveying school values to the broader community.

REFLECTION MATERIAL:
This policy is informed by the policies indicated below;
Diocesan Policies - Mercy College Mackay Policies – ICT Policy and Pastoral Care Policy.

Replaces any previous Mercy College Mackay Social Media Policy and ICT Policy.
To be reviewed: Year 2018, or as deemed necessary