Media & Communications Policy

Document No.: POL-08-001 Effective Date: 05/2026

Purpose

The River Ridge Band Association (RRBA) values the privacy, safety, and dignity of students and families. This policy establishes standards for all RRBA communications and media use to ensure alignment with North Thurston Public Schools (NTPS) guidelines and FERPA-style student privacy expectations.

Scope

This policy applies to all RRBA-sponsored or RRBA-managed communications, including email, website content, printed materials, and official social media platforms. Oversight, implementation, and ongoing management of this policy shall be the responsibility of the Social Media Chair, subject to board direction and review.

Policy Statements

1. Official Communications
   RRBA communications shall occur only through approved channels and must be positive, student-focused, and mission-aligned.

2. Student Images & Media Use
   RRBA may capture and share photos or videos of students only during public, non-instructional events such as performances, parades, competitions, fundraisers, or community events. Media from private or instructional settings is prohibited.

3. Student Privacy Protection
   RRBA will not publish personal or sensitive student information. District opt-out lists and written family requests regarding media use shall be honored.

4. Social Media Standards
   Official RRBA platforms must reflect respectful, inclusive, and family-appropriate content. Inappropriate comments or disclosures will be removed.

5. Emergency Communications
   In emergencies, RRBA will defer to NTPS and the Band Director for all official messaging. No emergency-related media may be shared.

Enforcement

Failure to comply with this policy may result in the removal of content, the revocation of media privileges, or the loss of volunteer eligibility.