

**Assumption High School
Louisville, Kentucky**

Athletics Communication Policy

Purpose: This policy outlines acceptable electronic communication between Assumption High School coaches (including all paid staff, volunteers, and assistants) and student-athletes. Its primary purpose is to ensure the safety and well-being of our students, enhance transparency, and maintain professional boundaries between adults and students while recognizing the fast-paced nature of athletics.

Approved Traceable Communication Systems- The following electronic communication platforms are designated and approved by Assumption High School for coach-to-student-athlete communication, as they provide traceability and allow for parental/guardian access and oversight:

1. School-Issued Email Accounts:

- **Primary Use:** Formal communication, sharing documents, and any individual communication to a student.
- **Requirements:**
 - All head coaches will receive an Assumption issued email account.
 - Coaches must use the student athlete's official Assumption High School email address (@ahsrockets.org) for all electronic communication with student-athletes.
 - When communicating individually with a student via email, coaches must carbon copy (CC) the student's parent(s)/guardian(s) or include the assistant coach in the communication.
 - All emails are archived on the school's server and can be reviewed by administration.

2. Team Snap:

- **Primary Use:** Scheduling, team announcements, roster management, practice/game updates, direct messaging with groups (whole team, specific positions), and individual messaging.
- **Requirements:**
 - All coaches must use their school-associated Team Snap account.
 - Team Snap rosters must include all coaches, assistant coaches, student-athletes and their registered parents/guardians, ensuring parents/guardians are included in all team communications.
 - Coaches must utilize Team Snap's messaging features for all general team and individual student communications.
 - No private, one-on-one chats between coaches and individual student-athletes are permitted within Team Snap. Coaches should use email

when communicating to a student individually or must include a parent/guardian or coaching staff member when messaging individual student athletes.

- Parents/guardians will be provided instructions on how to access and review all communications sent through Team Snap within the first 10 days of the school year.
- All communications are logged and accessible by school administration for review.

3. Text:

- **Primary Use:** Situations requiring immediate communication between a coach and a student-athlete, who is a member of their team, for a specific and time-sensitive reason.
- **Requirements:**
 - Coaches may text a student individually as long as the student is a member of their team and there is an immediate and specific need for communication related to their sport.
 - Coaches must use their own cell phone/cell phone number for any text between the coach and one of their players/student athletes.
 - When texting a student athlete individually, coaches **must** include a parent/guardian or a member of their coaching staff, on the text string. No private **one on one** communication with an individual student athlete is permitted.

Prohibited Communication Methods & Practices: The following communication methods and practices are **strictly prohibited**:

- **Personal Devices/Accounts:** Using text messages, personal email accounts, or social media accounts (e.g., Snapchat, Instagram DMs, Facebook Messenger, personal WhatsApp, etc.) or phone calls for direct, private communication with student-athletes.
- **One-on-One Communication:** Engaging in private, one-on-one electronic communication with a student-athlete through any platform or any means not explicitly designated as traceable and accessible to parents/administration.
- **Social Media Interaction:** Interacting with students on any social media platform that is not part of an officially approved and monitored AHS school/team account. Interacting with current students includes friending, following, liking, messaging, posting, tagging, commenting, direct replies, direct messages, or any other form of communicating with a student via social media. Coaches should keep their social media accounts private and should not interact with current students on their personal social media accounts unless the student is a relative. Coaches should not post any pictures, videos, image, etc. of current students on their personal social media accounts unless they are re-sharing or re-posting a photo, video, image etc. from an official AHS account.

- **Inappropriate Content:** Sending or requesting any content that is personal, inappropriate, sexually suggestive, harassing, demeaning, etc. or unrelated to school-sponsored activities.
- **Circumventing Policy:** Attempting to communicate with student-athletes via any means to bypass the intent or spirit of this policy.

General Communication Guidelines

- **Professionalism:** All electronic communication must maintain a professional and respectful tone. Language should be appropriate for a school setting.
- **Purposeful Communication:** Communication should be directly related to school-sponsored athletic activities (e.g., practice schedules, game details, team logistics, academic eligibility, positive encouragement related to performance or behavior).
- **Timeliness:** Coaches should communicate during reasonable hours (e.g., generally between 7:00 AM and 9:00 PM). Emergency situations are an exception, but discretion should be used.
- **Transparency:** When an individual conversation is necessary (e.g., regarding performance, disciplinary action), it should ideally occur in person with another adult present or be conducted via an approved traceable system where parental oversight is ensured.
- **Parental Communication:** All significant communications regarding an individual student-athlete's well-being, academic standing impacting athletics, or disciplinary matters must involve direct communication with parents/guardians via phone call or email.
- **Reporting Unauthorized Communication** Any individual who believes that unauthorized electronic communication has occurred (i.e., communication outside the designated traceable system without proper parental consent, or communication that is otherwise inappropriate) must immediately report it to one of the following:
 - The Athletic Director
 - The School President or Principal
 - Any relevant school administrator

Consequences of Non-Compliance Violation of this Communication Policy may result in disciplinary action up to and including termination.

Exception: The above does not apply to family members (parent, brother, sister, son, daughter, aunt, uncle, or grandparent) and legal guardians who are employees or volunteers when communicating with a student.

Emergency or Urgent Situations:

Nothing in this policy should be interpreted to mean that coaches should not respond to a text or call from a student since it could be an emergent or urgent situation. Recognizing the dynamic nature of high school athletics—particularly with evening, weekend, off-campus

activities, and travel—coaches are expected to exercise sound judgment when responding to students who contact them.

- If a student contacts a coach regarding an emergent or urgent issue, the coach must respond appropriately while immediately involving a parent and/or an AHS administrator. Students should not be calling or texting coaches for non-emergent or non-urgent issues. Coaches are to set that expectation for students and enforce it.
- In the case of a phone call, the coach should report the interaction to the Athletic Director or other administrator as soon as possible, including a summary of the situation and the steps taken in response. If appropriate, the student's parents should also be notified.
- Above all, the safety and well-being of our students are our highest priority. Coaches should address each situation with care and attentiveness, ensuring all relevant parties are informed in accordance with the guidelines outlined above.

Updated: January 2026