



## **Mill Valley School District Advertising/Promotion Communications Guidelines**

### **Flyer Distribution**

In an effort to be as environmentally-friendly as possible, the Mill Valley School District will no longer distribute paper flyers in school offices for any organization, event, or group. All promotion of events and groups will be “paperless” and must go through a digital approval and sharing process. Thank you for partnering with us in this endeavor.

### **Digital Promotion**

It is the Mill Valley School District’s practice to only share events and information from school-connected organizations and groups and from other public agencies. Communications must be affiliated with the Mill Valley School District, the Mill Valley School District PTAs, or Kiddo!, the Mill Valley School District’s foundation. An event, activity, or program must be sponsored by one of these entities for approval and distribution.

The only public agencies authorized to communicate include: the Marin County Office of Education, Mill Valley Parks and Recreation, the Mill Valley Library, the Mill Valley Police Department, the Mill Valley Fire Department, and the City of Mill Valley. All advertisements must be relevant to the District’s students and families.

### **Submitting Flyers/Newsletter Requests**

To submit a digital flyer or other advertisement, please send an email to [arussell@mvschools.org](mailto:arussell@mvschools.org) Please include which school-connected organization or public agency you are representing, your contact information, and the ADA-compliant graphic and any other copy you would like included in a district communication. Please provide this information at least 4 weeks prior to the time the information should be shared. All submissions are subject to review and approval or disapproval by the Mill Valley School District Superintendent’s Office and can be shared at the District’s discretion on any district-sponsored communications platforms or social media accounts.

### **Sharing Political Information**

[This document provides an FAQ](#) on political activities by school districts and district employees.