



## **Ethical Marketing & Communication Policy**

**Approved: 11/18/2025**

### **Purpose**

Elevated Charter School (the “School”) is committed to honest and ethical marketing and communication, both in written and verbal communication.

### **Honesty in Marketing**

As ethical marketers we commit to absolute honesty in our marketing for all campaigns, including website information, social media posts, informational videos & live meetings, and printed information. ECS commits to providing information only about deliverable services provided by the School

### **We pledge to:**

- Not use dishonest marketing tactics, including:
  - False advertising: exaggerating values and benefits of products and services,
  - Fake or overly doctored reviews and testimonials,
  - Inflated analytics or results,
  - Exaggerating impact by inflating numbers, cherry-picking data, or focusing on stories that aren’t representative of overall outcomes,
  - Communicating false promises or making unrealistic claims about expected results,

- Sharing stories or creating impact initiatives that aren't rooted in an authentic mission or intention for good—but purely for the marketing benefits,
- Withholding inappropriate negative information or data from the public solely to protect our brand's image.

### **Ongoing Marketing & Communication Reflections**

We reflect individually and as a group on the following questions during campaign strategy and execution:

- Are we clearly communicating our product or service's value without exaggerating or misleading our key audiences?
- Are we using language that honestly communicates the features and benefits of our products and services?
- Are we accurately quoting our customers, partners, and team when we share reviews or testimonials?
- Is our use of data and examples honest and accurate when promoting our features, benefits, or the impact of our products and services?