



Ethical Marketing & Communication Policy

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Purpose

Elevated Charter School (the “School”) adheres to ethical marketing and communication practices to transparently disclose current and accurate information to the public.

The School has written policies, quality assurance measures, and strategic planning as it relates to marketing and communication strategies especially in the areas of expansion, transferability of credits and the impact of its geographical jurisdiction.

The School’s written policies include the following elements but not be limited to:

- Transferability of credits for students enrolling in grades 9-12. *See ECS Graduation Policy & Requirements.*
- Transferability of credits from the School to another accredited institution. *See ECS Graduation Policy & Requirements.*
- Diploma Eligibility and Credits. *See ECS Graduation Policy & Requirements.*
- Adherence to Cognia’s Policies on and definition of a campus and/or satellite campus. *See [Handbook: Elevated Regions & Field Trips](#)*
- Accreditation is only awarded to an institution, not a “curriculum.” Cognia does not accredit curriculum, homeschools, or correspondence programs. *See [Family Handbook, “Academics” section.](#)*
- Confirming that the institution’s accreditation does not extend to partners and is appropriately represented to the public. *See [Family Handbook, “Education Partners” section.](#)*

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?