

WHAT TYPE OF MESSAGES TO SEND AND HOW/WHERE

| Communication Vehicle | Type of Communication/Content | Audience | Timing/Frequency | Person |
|-------------------------------|---|---|---|---|
| Voice | Automated attendance messages, major safety incidents (including weather and utilities issues), community situations that impact the school, other issues deemed “emergency”, weekly notification/news | Parents | Weekly, as needed for safety (if possible, voice messages should be sent AFTER the school day) | PIO, District Webmaster, District Telecommunications, Designated School Personnel, Teachers (using Teacher Messaging) |
| Text | Major safety incidents(including weather and utilities issues), community situations that have a sudden impact to the school, other issues deemed “emergency”, last-minute changes to a child’s, school’s, or athletic team’s schedule | Parents | As needed | PIO, District Webmaster, District Telecommunications, Designated School Personnel, Teachers using TM. |
| Email* | Major safety incidents(including weather and utilities issues), community situations that have an impact to the school, calendar/holiday reminders (sent by the district for districtwide dates), school or classroom events or meetings, newsletter or other regularly scheduled notification, field trips, testing reminders, athletic reminders and promotions | Parents and Staff (at district level, an enewsletter could include community and other leaders as recipients) | Weekly, as needed (try to limit and plan ahead to combine content in fewer messages) | PIO, District Webmaster, Designated school personnel, teachers using TM. |
| App/Push Notifications | Major safety incidents(including weather and utilities issues), community situations that have an impact to the school, calendar/holiday reminders (sent by the district for districtwide dates), school or classroom events or meetings, newsletter or other regularly scheduled notification, field trips, testing reminders | Parents, Staff, Followers | Preferably two to three times/week; no more than once per day. Plan ahead to combine content in fewer messages. | PIO, District Webmaster, Designated School Personnel |
| Social Media | Calendar/holiday reminders, school or classroom events, newsletter or other regularly scheduled notification (link to website), field trips, testing | General public, parents, staff (students at the | At least 3x a week, daily preferred | PIO, District Webmaster, |

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| | reminders, athletic reminders and promotions, general school promotions and stories and photographs (consider audience and type of post when choosing the platform to share information) | high school and middle schools) | (statistically high viewing times are lunch hour, after the school/work day, Saturday mornings, and Sunday evenings) | designated school personnel |
| Website (this includes emergency pop-up alert) | Major safety incidents (including weather and utilities issues), community situations that impact the school, other issues deemed “emergency”, weekly notification/news, general school promotions and stories and photographs | General public, parents, staff | As needed (keep it updated!) | PIO, District Webmaster, Designated school personnel |
| Press Release/Media | Official district statements, promotion of school or district newsworthy events, invitations to news outlets or general public | News outlets, general public | As needed | PIO |

MAJOR SAFETY INCIDENTS and other emergencies – If your school is on lockdown or going through another change in safety status like a lockdown or evacuation, the Public Information Officer will send communications on your behalf to all appropriate parties.

ROLES AND RESPONSIBILITIES – Principals, and/or their designee are responsible for:

- Recording and distributing messages to families and employees
- Reviewing the summary report of all messages, sent from the school and staff within the school, to identify bad numbers/emails and remove or update those numbers/emails in Q, and to monitor teacher use of Teacher Messaging to ensure proper quality and quantity of content going to families