

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 the SIS, and to monitor teacher use of Teacher Messaging to ensure proper quality and quantity of content going to families