

25 TIPS

Make Your Messaging Count!



**PARENTS HAVE MORE EDUCATION CHOICES
FOR THEIR CHILDREN THAN EVER BEFORE.**

**HOW WILL YOU CONVINCE
PARENTS THAT YOUR SCHOOL IS
A BETTER OPTION THAN THE
OTHERS IN YOUR COMMUNITY?**

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TIPS

WHAT YOU SAY – *AND HOW* *YOU SAY IT* – MATTERS!



Messaging



Story Ideas



Social Media



Graphics



Website



25
TIPS



Messaging

25 TIPS

MESSAGING



Dependable communication is important. **Be consistent** with your letters, calls and publications. **No gaps!**

MESSAGING

- ✓ **First impressions matter!**
Create a standard greeting for your office staff.
- ✓ **Get to the point!**
Long messages lose interest.
- ✓ **Hook 'em with the headline!**
Even ordinary info can seem interesting.
- ✓ **More the merrier!**
Use teachers, students & parents for updates.



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TIPS



Story Ideas

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TIPS

STORY IDEAS

You gotta SEE the story!



Every story pitch needs a great photo or video opp!

STORY IDEAS

✓ **Common doesn't cut it!**

It's tough to pitch if everyone else is doing it.

✓ **Seek the unique!**

Innovative programs? Extraordinary teaching?

✓ **The human angle!**

Think beyond the classroom! Personal works!

✓ **In the moment!**

Doing something cool with current events?



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TIPS



Social Media

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TIPS

SOCIAL MEDIA

Don't be boring! Have fun!



School's out. Have a great summer!

Ehhh...

Ooohhh!!!



School's out. Have a great summer!



✓ **Photos & videos rule!**

Use them with every post!

✓ **Be active!**

Post AT LEAST three times a week!

✓ **Shoutout! Brag, brag, brag!**

Spotlight your amazing students & teachers!

✓ **Engage!**

Interact with your followers!



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TIPS



Graphics & Website

IMAGE IS EVERYTHING!



**A bad pic
can be a
BIG turnoff!**

✓ **Get with the times!**

Outdated images make your school look old!

✓ **You talkin' to me?**

Your pics should match your audience!

✓ **Out with the old!**

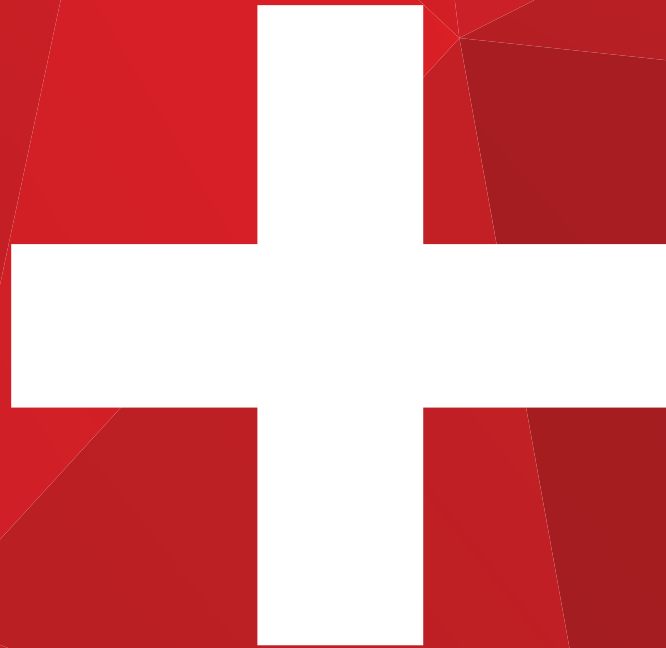
Delete ALL of your old & incorrect content!

✓ **No place like homepage!**

Post your best pics & top announcements!



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TIPS



Bonus Tips

BONUS TIPS!

- ✓ **Bad contacts, bad communication!**
- ✓ **Show & tell!** Create opportunities to experience your school.
- ✓ **Partner up!** Team up with feeder schools to retain local students.
- ✓ **Easy wins!** “Student of the Day!” – “Teacher of the Month!” – “Amazing Partner!”
- ✓ **Seek feedback!**

BONUS TIPS!

THERE'S AN APP FOR THAT!



1. Tell parents to download the **FREE MySCS app**.
2. Tell them to follow your school in the settings.
3. Start using push notifications just like text messages.

WHO TO CONTACT

- ✓ **Story ideas: newsroom@scsk12.org**
- ✓ **Teacher Weekly? scsweekly@scsk12.org**
- ✓ **Promotional support: Comm Support Form**
- ✓ **Media/incident support: tallentk@scsk12.org, 299-1404 or (573) 450-5107**
- ✓ **School website: IT Help Desk – 416-2700**
- ✓ **SchoolMessenger: berkleymc@scsk12.org**
- ✓ **Social media: rossc3@scsk12.org**
- ✓ **88.5FM or C19TV: Comm Support Form**



2016-17 Communication Workshops

SEPT. 13-15 | 8:30 – 11:30 a.m. | LOCATION TBD

**Defining Your School Experience
Finding & Sharing Great Stories**

NOV. 15-17 | 8:30 – 11:30 a.m. | LOCATION TBD

**School-Home Communication Guidelines
Successful Social Media**