

Communications Practices

INTRODUCTION: Communications Practices documents provide staff with guides of expectations and operations for the variety of communication platforms used to engage the community. Each Practices document focuses on one specific element in order to provide concise yet thorough information so new and existing staff members can get up-to-speed.

The below document is the Communications Practices for school newsletters. Additional Communications Practices documents are available via a Google Shared Drive for members of the School Communications Team including: Calendars, Events, Social Media, and Roles & Responsibilities.



School newsletters should be released on a monthly basis.

Every school newsletter should include the following sections (at minimum):

1. News & Academics Coverage

- **Academic Projects** – *Academic projects including special assignments teachers do every year are worth communicating as new students and parents might not be familiar with them.*
- **Awards and Recognition** – *Have any students received honorable mention for outstanding academic or community achievements? Have any of your teachers earned their National Boards or an additional degree or noteworthy certification?*
- **New staff members** – *Do you have any new staff members that could be fun to introduce and spotlight?*
- **Other happy and great events** – *Spotlight the amazing student learning going on at your school*

2. Content from the District Communications Manager

The District's Communication Manager may provide required content for school newsletters to the schools' communications teams each month. S/he will include instructions for how to include the content in the upcoming issue (*if it is not readily clear in the content email itself*)

3. Calendar & Upcoming Events

- Include events for the next two (2) months (*Example: If this issue is releasing in September, it should include events in September, October, and November*)
- Upcoming school events & dates (performances, concerts, assemblies, athletics registration, etc)
- Upcoming district events & dates (including all public board meetings, school registration, first/last day of school, medication pickup/drop off dates, etc.)
- Upcoming holidays, nonstudent days, and early release days

4. Permanent Sections:

- **Bell Schedule:** Every newsletter should feature a small section showing the regular bell schedule for the school (*Remember: Each newsletter may be the first communications document a new family sees when moving to Woodland*)
- **Meal Prices:** Like Bell Schedules, each newsletter should feature a small box/section including a very brief update of the current prices for breakfast and lunch for students and adults as well as a small note indicating students in Free/Reduced Meals Program receive for free.

Release and distribute the newsletter using the following methods:

1. **Website:** Post newsletter to website in both English and Spanish.
2. **Email:** Use School Messenger (*or other service*) to send newsletter directly to all families.
3. **Social Media:** Use Facebook and Twitter to alert social media users that the newsletter is available and link to the newsletter webpage.
4. **Other Methods:** Alert families using any other services your school may use (*examples: Class Dojo, Remind, etc.*)