

Communications Strategy for School Districts



Effective communications means doing all of the following — sharing **positive stories**, earning **media coverage**, and maintaining an **active social media presence**.

Best Practices

- ✓ **Be Responsive** — Reply to reporters promptly and before their deadline,
- ✓ **Tell Your Story** — Provide context and background before the story is written.
- ✓ **Follow the Rules** — Comply with Open Records Laws and respond to requests in good faith

What to Avoid

- ✗ Never assume you are **off the record**.
- ✗ Don't assume **ignoring a story** makes it go away.
- ✗ Don't assume your official business **is private**.

Where to be on Social Media



Facebook — Where parents get news and share community information.



X (Twitter) — Where reporters and policymakers follow breaking news.



Instagram — Where students and younger parents are most active.

What to Post



Videos — High engagement across all platforms



Graphics and Photos — Visual content performs well and is easy to share



Links — Use sparingly; linked posts receive significantly less organic reach than native content