

1

Research

- List of surveys in the district
- Borrowing surveys
- Generic comm questions to place on other issue surveys

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- Issue-based questions as needed to place on surveys
- Social comments and analytics





School PR Pro Students • K-12 and university • Site reps Audience testing of messages Guidance on potential comm channels Spokespeople on appropriate issues

Communication

- Worksheet Approach
- Training at all levels- comm, media, social media, marketing, photo/video
- Discussion points internal and external
- Customizable materials
- Message packages for partners newsletter, web, social, discussion points
- Re-posting/sharing/re-tweeting internal and external

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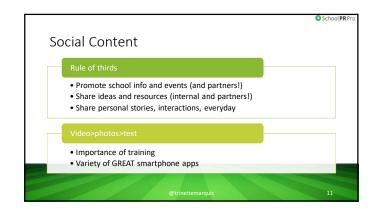
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(More) Communication

- Most materials available on dept. page (password protected if needed)
- Motivated internal advisory group members/reps at each campus Professional recognition
 - Prizes smart phone lenses and audio equipment, smartphone upgrades, grants for their PR ideas, etc.

 - Make them your social team







4





<section-header>Promoting Social "Asks"• Signature lines• Dewsletters - internal and partner• Letterhead• Meeting agendas, etc.• Paid• Partner social

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5

Enco	urag	o SchoolPRF	ro
Like	9	Like F2F conversations	
Тағ		Tag people and organizations	
Respo		Respond to and like comments	1.1
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Evaluation

- Pre and post surveys ask them to help promote • Comm plan for survey
- How did you hear about this event?
- Issue-based email addresses
- Comm advisory groups debriefs and celebrations

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Parting Tips

- Don't forget classified staff
- Make a special effort to get site secretaries on board
- Get your critics involved
- Your team can help you avoid costly/embarrassing errors
- Being humble and appreciative goes a long way
- Take care of yourself