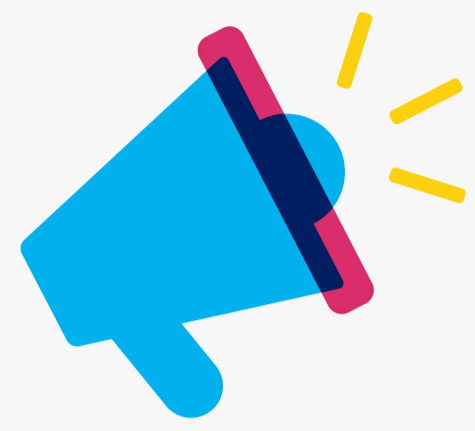


# TIPS FOR SENDING EFFECTIVE MESSAGES: SchoolMessenger

1



## Introduce SchoolMessenger with a positive short message.

At the beginning of each term, it helps to introduce SchoolMessenger with a broadcast that tells families that the system will provide them with timely and relevant information.

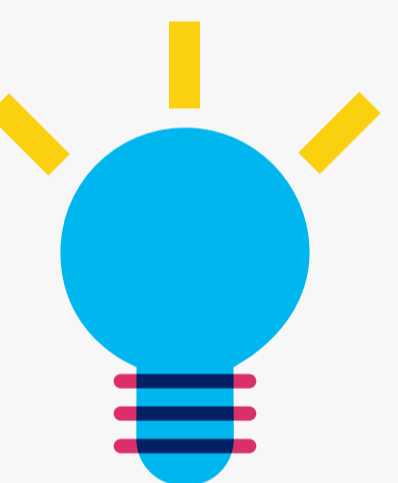
2



## When recording, write your message down first, and record a sample.

Scripting your message will help it flow smoothly and sound professional. You can use our Scratch Pad function to do this, or paper. When you record your sample, keep in mind that technology can vary among microphone quality, so you may need time to see what works best.

3



## Keep your audience engaged by avoiding “message fatigue.”

When families receive more than 2 non-emergency messages on the same topic each month, they could tune out. SchoolMessenger does not limit your broadcasts, but you may wish to keep messages fresh.

4



## Repeat. Repeat. Repeat.

Dates and times should be repeated so that families can write down important information.

5



## Don't be afraid!

Have fun with your messages! Some leaders even share a short poem or jingle in their message to make people smile. Also, do not fear feedback. Sometimes a simple change can make your recordings clearer or more topical. One way to do this is through SchoolMessenger's survey or voice response functions.

## Each Broadcast Should Include



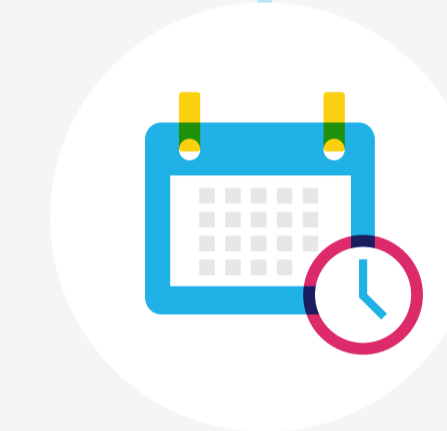
### WHO

- Identify yourself and the group/organization you're representing
- Identify who the message is directed to, who's affected, and who, if anyone, needs to take action



### WHAT

- Identify what you are communicating about early in your message



### WHEN

- Include specific time(s), day(s), and date(s)
- When changing an event date, specify the date canceled and the newly scheduled date, and repeat this information



### WHERE

- Include specific school(s), building(s), room(s), and addresses, if relevant
- When moving an event location, clearly state the new location, include the start time, and repeat this information



### WHY

- Explain why something is happening, and why it's important to your audience
- For messages about changes, briefly explain reasons and acknowledge possible inconveniences



### HOW

- Indicate how a plan is going to be executed, how people can help, or how to respond

## Better Engagement Between Home and School

Learn helpful tips for bridging communication gaps between school staff, students, and families.

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