ELYSIAN FIELDS
INDEPENDENT SCHOOL DISTRICT

Elysian Fields ISD Communications Guide

A comprehensive guide of the district's communications, social media, and branding guidelines and resources

Guide provided by

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Elysian Fields ISD Communications Guide

This communications guide has been created to support campus communication efforts within Elysian Fields ISD, and contains helpful information to help campus administrators build positive, mutually-beneficial relationships between all stakeholders.

The ongoing communication of timely, relevant and accurate information is critical to forming and maintaining public trust to continue to build and sustain these important relationships.

Identifying your key audiences

When considering how to communicate with your stakeholders, it is important to first identify your key audiences.

Consider how you are communicating with:
- Staff
- Parents
- Students
- Taxpayers
- Board members
- Business Owners
- Community Members

Identifying your campus communication tools

After identifying your audiences, consider the communication tools you will use to reach your key audiences.

This typically include:
- **Mass notification systems** can be used to send emails, texts, and automated phone calls.
- **Campus newsletters** can be used to share information, events, and campus highlights with parents, staff and subscribers. It is recommended that campus newsletters are shared on a regular basis, such as weekly or monthly.
- **Websites** are often one of the first places prospective families will visit to learn more about your campus, and should be updated on a regular basis.
- **Marquees** are great resources that can be used to share quick messages with your parents, staff and passers-by. Don't forget they can also be used to drive traffic to your website and/or social media!
- **Social media** can be used to reach many stakeholder groups, as it has a wide reach and is interactive by nature.

# Branding Guidelines

Elysian Fields ISD Logos and Colors

Scan to access Elysian Fields ISD logos
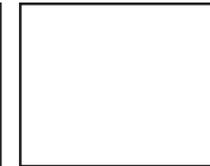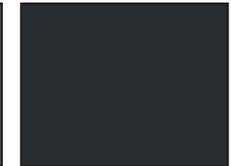
Hex: #FD6300	**Hex:** #000000	**Hex:** #FFFFFF	**Hex:** #333333
CMYK: 0%, 71%, 98%, 0%	**CMYK:** 74%, 67%, 65%, 83%	**CMYK:** 0%, 0%, 0%, 0%	**CMYK:** 72%, 64%, 60%, 66%
RGB: 253, 99, 0	**RGB:** 34, 34, 32	**RGB:** 255, 255, 255	**RGB:** 51, 51, 51
PMS: 1655	**PMS:** Black 3 2X	**PMS:** 11-0601 TCX	**PMS:** 426

Branding Best Practices
- **Develop a strong visual identity.** Design a professional and visually appealing logo, website, and marketing materials that reflect your school system's values.
- **Craft a compelling tagline.** Create a memorable tagline that captures the essence of your school system's mission or unique selling proposition.
- **Build a strong online presence.** Maintain an engaging and user-friendly website, active social media accounts, and regularly update them with relevant content.
- **Train staff on brand representation.** Educate teachers, administrators, and staff on the school system's brand guidelines and the importance of consistent brand representation.

Do:
- Showcase diversity and inclusion in your branding materials to foster an inclusive and welcoming environment.
- Highlight the unique programs, initiatives, or teaching methods that set your school system apart.
- Highlight the unique programs, initiatives, or teaching methods that set your school system apart.
- Communicate success stories and positive news about your school system to build a positive reputation.

Don't:
- Neglect your online presence or let outdated information linger on your website or social media platforms.
- Overlook the importance of consistent branding in all communication channels, including internal communications.
- Don't overlook the power of storytelling to convey the impact and value of your school system.

Photography/Video Tips

Reminder: Use photos often, but remember to confirm whether a student has parent permission to be photographed or recorded.
- Zoom in with your feet! Don't be afraid to get close to the action.
- Get a bird's eye view, and look for different vantage points that will help grab your viewer's attention.
- Look for little moments!
- Don't stop to "say cheese!"

Other Social Media Best Practices

- Use hashtags (#) to promote your school and begin "conversations" that can be followed/shared
- Ensure that any students whose faces are shown have photo permissions on file, or photograph students from behind in classrooms or during activities.
- Check your grammar before posting. Abbreviations are fine, but make sure there are no major errors or omissions of key words to avoid any confusion.
- Promote your social media accounts to parents, staff and students.
- Post regularly to keep your feeds fresh and increase your followers and reach

Do not share:
- Posts that support a specific political party, candidate or viewpoint
- Posts that support a religious group or viewpoint (holiday greetings are acceptable)
- Posts that show support or give opinions about sensitive/social topics
- Posts that support commercial establishments that are not direct sponsors of the district or your campus (thanking a business for their support is acceptable)

Do not follow:
- Students' personal accounts
- Parents' personal accounts, unless the parent works for the district
- Commercial business feeds unless the business is a direct sponsor of the district or your campus and their feed is school-appropriate
- Any feed whose content violates district policy, local, state or federal laws
- Any feed whose content is discriminatory regarding race, color, religion, gender, sex, national origin, disability and/or age.

Campus Incidents and Crisis Communications

Keeping parents informed about campus incidents is critical in order to build and maintain trust. Remember that while you cannot necessarily control what happens on your campus, you control your response.

Communications regarding campus safety events and/or incidents should include:
- Reassurances about your actions and/or processes to ensure student safety and well-being.
- Reassurances that you are keeping families informed.

Crisis communications may be required anytime an unwelcome event or circumstance draws attention to a school or district.

Here are a few examples of situations that may require crisis communication:
- Animal concerns, such as bats, dogs, rodents
- Bomb threats
- Disruptive student, staff, or parent behavior, especially if criminal charges are filed
- EMS is called to a campus for student or staff illness/injuries
- Investigations into employee conduct
- Rumors of violence
- Utility outages
- Weapons brought onto the campus
- Stranger danger

District/Campus Communications

In the event of a district-wide closure or event, such as weather-related closures or early dismissal, Elysian Fields ISD will initiate and distribute messaging via the district's mass notification system, social media and website.

For other campus-specific messaging, the following is provided to assist in the determination of when to use an automated phone call, text, and/or email.

Emergency Messages
Call, Text, and Email
Distributed timely and as needed
- Emergency messages generally apply to those that affect student or staff safety, or otherwise disrupt the normal operations of a school day.
- Safety messages fall into this category if they involve active/ongoing situations or investigations, i.e., lockdowns and threats.
- *Reminder: In instances involving safety, your immediate priority is responding to the situation and ensuring the safety of your students and staff.*
- *Note: Campus leaders should follow the guidance of central office for emergencies.*

General Notifications
Email
Optional: Phone calls and/or texts
Distributed at the end of the school day
- General notifications refer to regular and most common messages sent by campus administrators.
- Notification will pertain to campus events and information, as well as general notifications of campus incidents if there was no major disruption to the school day.
- *Note: Some safety messages may fall into this category if they involve general awareness or reminders, or precautionary measures that were implemented during the school day and that did not amount to a major disruption.*

Social Media Guidelines

Social media is a powerful tool to engage with your stakeholders. Many platforms are available to choose from, so campuses should consider their key audiences and their capacity to monitor and post content as they determine which platforms to use.

The following is provided as a guide to support campuses.

	Facebook	Instagram*	Twitter	YouTube*
Audience	Parents, Grandparents, Community, Staff, Alumni	Students, Young Parents, Alumni	Staff, Media, Students	Everyone
Page Type	District & Campus	District & Campus	District, Campus, and Staff	District
Post Frequency	At least 1X per school day, up to 2X a day. 6 a.m. and 7 p.m. are great posting times	1X per school day	Daily Tweets and Retweets	1X per month
Notes	Expect lots of comments. Quality > Quantity If overwhelmed with Facebook, do not add other platforms, yet.	IG Stories Expect likes versus comments	Use hashtags If not a big audience, focus on staff presence	Second largest search engine. Less social, more like a video archive Don't expect a big subscriber list

EFISD currently doesn't use Instagram or YouTube, but this information is listed as a comparison point.

Sharing Good News About Your School!

"The American Dream is alive and well in public schools. The problem is that most people don't know that. We have to tell them over and over again."

Through intentional communication, school leaders have the power to bring a school's mission to life, creating trust and buy-in among stakeholders.

Consider this:
- It is important to become the source. If you do not tell your school's story, who will?
- Your advocates, including your staff and parents, are ready to share your success. Empower them with positive stories!

Now that you have identified your communication tools, consider how your content will inform, engage and inspire your audiences.

Creating powerful content does not necessarily mean spending hours writing articles or editing videos. Short blurbs, candid photos and quick videos are sometimes all it takes to inform audiences and evoke emotions such as pride and inspiration.

Content Ideas

Use these ideas to create content for your newsletters and/or social media.

Student Success Stories
- Small or large "wins" that highlight student success
- Remember to celebrate student strides, too!
- Overcoming obstacles and perseverance

Spotlight of Programs
- Innovation
- Exclusive learning opportunities

Showcasing Staff
- Highlight and celebrate your teachers, administrators, non-teaching staff and volunteers.
- Go "behind the curtain" to show how everyone is making an impact on students.

Taylor ISD @taylorducks · 5/7/21
Today is School Lunch Hero Day, and we would like to say THANK YOU to the Taylor ISD Lunch Heroes for the work they do in preparing nutritious and tasty meals every day.