
COMMUNICATIONS: School Year 20-21

Beavercreek City School District

Methods of Communication

District Website

Social Media

Print

Digital

Direct (Family)

District Website

Consolidation

- Building websites eliminated
 - All buildings have dedicated section on district website
 - All buildings will have dedicated public calendars
 - Webmasters will update
-

Social Media

Consolidation and Frequency

- Allerton Hill assisting with posting content and monitoring/response
 - Opportunities to post content open to all staff
 - Focus on highlighting
-

Print

Wider Audience

- Format varies
 - Mailed directly to households
 - Possible new partnership - Beaver Creek News Current
-

Digital

More Active Leadership

- District leadership team
 - Greater flexibility with delivery
 - High rate of viewership
-

Direct Communication

TEC & BCS

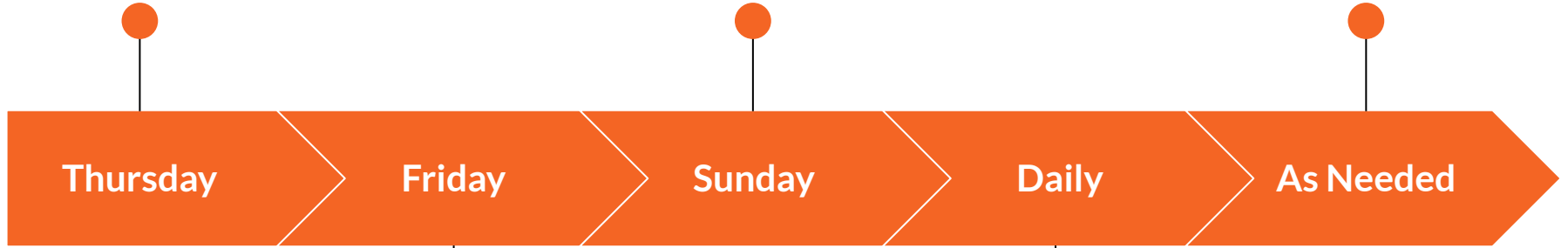
- Email, text, and phone calls
 - For families
 - Buildings have ability to communicate with targeted groups
-

Schedule - Weekly

BC News Current

This Week In The Creek

Direct Communication



Weekly Update

Social Media Posts

Schedule - Monthly

Student Spotlight

Creek Connections

Special Projects



First Week

Third Week

October
January
April

Fourth
Week

TBD

Department Update

Hashtag of Month

**Change
Adapt
Deliver**

**Our communications will
keep pace with any changes
to the 20-21 school year.**

Questions
