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School Culture

5 Tips to a School Newsletter That People Look Forward to Reading

READ ME. PLEASE. Get (and keep) your school's parents' attention.

 [Jenn Horton](#) on August 8, 2019



You send your school newsletter to parents and faculty on the regular, but is anyone actually reading it? If your school newsletter is somewhere between a pain in your side and a dull afterthought, the answer is probably no. What's a pain for you to write might also be a pain for others to read. It might also be a sign that it's time for a school newsletter-writing intervention. Dive into revamping your newsletter with these tips from e-marketing experts and parents. You'll create a smarter school newsletter that people will actually want to read—and that will help bring your community together.

1. Give your school newsletter life by being your authentic self.

Jennifer Severns is chief experience officer for the American Marketing Association and knows a thing or two about newsletter marketing. She's also a parent who's had to read weekly newsletters and emails from schools for the last decade. "You want your school newsletter to come from a person," she says. "Parents should relate, and the more it feels like it's coming from a human and not a cold, formal, and generic letter, the more people will

schools link to a web-version of their newsletter from Facebook, Twitter, etc. When it's posted, you want to reach as many parents as possible, so cover all your bases. PTA Facebook pages and even FB parent groups per grade are common, so have some type of organizational structure here. Who is in charge of the PTA social media or the third-grade parenting group? Ask if they'll link to your newsletter each week, too.

Writing the school newsletter can seem like a tedious task, but it doesn't have to be. As you write, be short but informative, be yourself, and be organized. As a result, your school community will actually read the newsletter—and respond accordingly.

How do you like to keep your school community informed? Come share your ideas in our [Principal Life Facebook group](#).

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Posted by Jenn Horton

Jenn is an editor for WeAreTeachers and SchoolLeadersNow. She used to work for Oprah for over a decade, teaching folks to "Live Their Best Lives" online and in real life...and she continues to try that herself too (mostly). Her work has appeared on WebMD, CNN, Amazon and various online publications. She lives in Chicago with her husband and two kiddos.

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