

# COMMUNICATION GUIDANCE

## DURING THE CLOSURE

We know teachers and staff are missing their students and want to stay connected during the extended school closure. Maintaining relationships is a big part of our jobs as educators and this unexpected shift has left us wanting to reach out. We have outlined some tips and best practices to help guide your communication efforts with students and families to ensure they remain equitable, safe and compliant.

### MESSAGING

- The best practice is to contact students using pre-existing district communication methods – school-provided email addresses, web sites, etc.
- Be sure your communication is school-related and not personal.

### SOCIAL MEDIA PREFERRED METHOD

- Consider using your school's social media pages to share information, photos, videos, and messages of encouragement, not instruction. Visit [socialschool4edu.com](https://socialschool4edu.com) for ideas.
- The district approved school social media pages are archived and compliant with public records. Contact your building principal and/or social media manager to coordinate posts to school pages.
- Avoid using personal social media accounts to connect with students. The use of personal accounts to communicate with students is subject to the Public Records Act.

### PHONE CALLS, TEXTING, AND EMAIL

- Refrain from phone calls directly to students. You can call parents or guardians as listed in Skyward.
- Refrain from direct communication via private email addresses or personal text messaging to parents and students.
- Use district systems for communication when appropriate such as Google Email, Google Hangouts, Google Meet, Remind (through a school account).
- If you need to email a student or respond to a student or parent message always copy your principal.

### PERSONAL DEVICES

- Avoid using your personal cell phone, tablet, or computer for work-related purposes unless you use your school district Google Account and Google Apps. If you do use your personal device, any records that are created, that are not contained in Google apps, are subject to disclosure under the Public Records Act.

