

# Communications Guidelines



Parents & Staff,

Please follow the guidelines below for adding information to school communications, including Weekly Updates, Panther Prints, website postings and social media postings. Your attention to deadlines, as well as other, specific guidelines is appreciated!

## ❖ **COMMUNICATION TO ALL SCHOOL PARENTS:**

- Initial communication should be included in the *Weekly Update* or *Panther Prints*. (Please plan accordingly to meet submission deadlines.)
- May be posted on Social Media and/or the School Website, if requested. (OLP's Facebook page feeds directly to Twitter and the school website's Homepage Newsfeed).
- Follow-up communication will be sent ONE TIME for items which need an additional "push."
- **Communication for Fundraisers**, (e.g. Auction, Golf Tournament, Trunk-or-Treat, Turkey Trot, etc.), and **Service Projects**, may have additional emails and postings, as necessary. However, please be mindful about the frequency of those communications.

❖ **WEEKLY UPDATE:** Weekly parent newsletter - intended to be fairly brief and to-the-point, with essential information for the coming week. The text is standardized, (same font and size for all submissions), and there are generally no graphics for a quick read and easy viewing on mobile devices. It is posted on the school website and linked into an email each Thursday, (or Thursday, if school is not in session on Friday).

❖ **PANTHER PRINTS:** Monthly expanded edition of the parent newsletter, with plenty of room for in-depth information and graphics. Its purpose is to give detailed information for the upcoming month. Panther Prints is published on the last Friday of each month. Like the Weekly Update, it is posted to the school website and linked into an email.

❖ **FORMAT:** *All information should be in final format* when it is sent to Mrs. Zeiler. A final edit for typos and grammar will be made; however, you should provide the text and all pertinent details.

❖ **FLYERS:** With both publications, event flyers are posted on the school website and linked into the newsletter, rather than part of the body of information. Flyers should be prepared by the committee hosting the event and can be as decorative as desired. **Ideally, flyers should be prepared and submitted in Word, Publisher or Excel, but not PDF/Adobe.**

❖ **DEADLINES:** Submissions for both the Weekly Update and Panther Prints are **due by NOON, two days before publication.** That means NOON TUESDAY, for the usual Thursday publication date.

- Email your submission to Whitney Zeiler at [wzeiler@olpls.org](mailto:wzeiler@olpls.org)
- **Submissions not meeting the deadline may not be communicated until the following week.**

❖ **SOCIAL MEDIA:** Social media posts are a great way to get reminders out to families mid-week, if a deadline is looming, or to boost participation. Posts are made to the school's Facebook account, which feeds to Twitter and to the school website's Homepage Newsfeed. Please **allow up to 24 hours** for an item to be posted to social media and the website.

- **Note that separate guidelines apply to individual group Facebook pages, such as Grade Level pages, Auction, Golf, Turkey Trot, Panther Partners, etc. All information presented or discussed on those group pages must follow OLP's social media guidelines, based on Diocesan protocol, and approved by the School Advisory Board. (Guidelines are currently being written for submission to the SAB.)**

❖ **PARENT REMIND SYSTEM:** Urgent parent communication is made via Mrs. Briggs's Remind system, **at her discretion.**

❖ **EMAILS TO SPECIFIC CLASSES:** Note that this guideline applies to school-related business only, such as holiday classroom parties or other school events. **Send directly to the teacher for distribution.** An exception is made for emails which involve a surprise for the teacher. Those "surprise" emails should be sent to Mrs. Zeiler for distribution.

- **Social Invitations:** OLP will not forward social invitations via email to individuals or groups. Instead, the parent host may do one or both of the following:
  1. Send a paper invitation home with each child in the grade or class, asking parents to contact the event host if they are interested; or,
  2. Post an invitation on the grade level Facebook page, (i.e., OLP Class of 20\_\_ Page). Please see the Social Media note above, regarding group page guidelines.