Centennial Communication Guidelines

Centennial uses several tools to communicate with the school community. We welcome content submissions from our entire community, crews, parents, and outside organizations. However, submissions need to pertain to the school community; school administration decides on final content. It is important for the school not to appear to be advertising or supporting causes that aren't sanctioned by the school.

Please make sure the content is relevant to the entire community and not just a message to a specific subgroup of the community.

A.   Weekly email newsletter

The weekly email focuses on school based, school directed communication and may also include updates from the district.
DEADLINES:
Monday:
·   If you need a PDF converted into a clickable link
·   If you need information added to your page on the Centennial website
Tuesday:
·   All content needs to be sent to Laura Munro for approval (laura.munro@dpsk12.org)
Wednesday:
·   The editorial meeting for final content is Wednesday morning after drop-off in the main office. This is where you can drop off last minute suggestions for that week's email.
·   Be available through email or text for any last-minute questions regarding submission.

Guidelines for newsletter content

Your submission must be received by the above deadlines in order to be included in the week's newsletters.
Please note: Based on extensive feedback, we will limit the number of submissions included in each newsletter. You will be contacted by a member of the communications team if your

submission is held for a future edition or if we believe another communication channel might be more effective. Submissions will be edited for length, style, grammar and punctuation.

Finally, consider these tips for writing your newsletter submission:

- **Headline**: Write an action-oriented headline to draw readers in. For example: "Register Now for Communications Training on Feb. 2" vs. "Communications Training"
- **Clarity**: Try not to use jargon or technical language in your submissions. These terms may be commonplace among your team but might not resonate with others. Spell out all acronyms.
- **Audience**: Tailor your submission for our audience. (Specifically parents/Guardians of students at Centennial, our CREW) Be sure your message directly impacts and targets and informs our community.
- **Length**: Keep it short – the word limit for each entry is 125 words. Include important, need-to-know information (i.e. who, what, when, where, why and how). Additionally, relevance to our community and EL make for stronger messaging. One – two sentences are best for eye grabbing content. If you have a lengthier message or lists of information/tasks, consider putting that info on the school website or in a PDF that can linked to your shorter blurb.
- **Impact**: Try to include an action in your message, a take away so that our community can feel actively engaged.

Photos: Make sure photos are high enough quality, and they positively portray our diverse community.

B.   Facebook

Posts provide updates from the school, PTA, and community. If you would like your event (past or upcoming) posted on Facebook, please email Erin McCaffrey with the details plus any artwork. Posts with artwork get more attention.

C.   Marquee

If you would like information placed on the marquee in front of school, please contact Stacy in the front office.

D.   Website

The website serves as a centralized point for teacher/staff bios and email addresses, curriculum information, handbooks, meeting agendas and/or minutes, Google and DPS calendars, neighborhood center classes, etc. If you have information for the website, please email Erin McCaffrey. erin.mccaffrey@gmail.com

E.   Robo Call

If you would like a robo call please contact Laura/Stacy. Please be aware that robo calls are primarily for urgent school wide info and not general messaging.

Consider these suggestions for powerful social media content from DPS Communications:

● Be timely, relevant and engaging.
• Use pictures, videos and visuals.
● Make sure your information is accurate.
• Proofread, confirm details (time, dates, places) and ensure information is correct and current.
● Avoid we, I, our and other first-person references.
● Consider bilingual posts (English and Spanish) if at least 30% of your audience speaks a native language other than English (default language).
● Verify copyright: postings, images and content must respect copyright, privacy, fair use, personal/intellectual property or financial disclosure, and all applicable laws and district policies.
• Avoid by citing the source or linking back to the source in a post.