



COMMUNICATION METHODS & PROCEDURES

The Selwyn PTA wants to help you communicate your activity in the best possible way. Our goal is to plan and coordinate effective and timely information at all times.

The following are PTA communication methods and procedures for each communication channel available. Review these options and consider your committee needs. As you begin planning your activity, please contact Naomi Shibles, Director of Communications (comm.selwynpta@gmail.com) to map out your communication plan.

CHANNELS	DESCRIPTION	RULES	DEADLINE
Eagle Email	Weekly email sent to all Selwyn families. A brief reminder of need-to-know information.	Posts to run in EE no longer than 3 weeks - any longer requires approval.	<ul style="list-style-type: none"> *Use Communication Request form *Email to ee.selwynpta@gmail.com *Submit no later than WEDNESDAY by 12pm for following week installation. * Links to documents or to the web may be added – please provide.
Grade Level List Serv	Email message sent to all families in a single grade level with grade specific information.	Grade level information only.	<ul style="list-style-type: none"> *Use Communication Request form *Submit no later than WEDNESDAY by 12pm for following week installation. * Links to documents or to the web may be added – please provide.
WSEL Messages	Message read to entire school by students during morning announcements.	Messages to apply to entire school only, not grade level specific. All requests must come through Director of Comm. Please do not contact Selwyn Staff members.	<ul style="list-style-type: none"> *Use Communication Request form *Email to ee.selwynpta@gmail.com *Submit no later than WEDNESDAY by 12pm for following week installation. *Send text to be used during message.
Social Media	Messages sent via Facebook, Twitter, and Instagram. To promote PTA events as REMINDERS and to show the results AFTER events.		Social Media posts are handled directly by the PTA. To confirm inclusion on social Media, please email request to Director of Communications.
Texts	Text reminders are sent as last minute reminders, the night before or day of event.	Will require final approval from PTA president.	Text messages are handled directly by the PTA President. To confirm inclusion for a text, please email request to Director of Communications.

CHANNELS	DESCRIPTION	RULES	DEADLINE
Marquee Message Boards	Reminders and results of schoolwide events. Messages promoted at Runnymede and Colony signs.	Messages to apply to entire school only, not grade level specific.	Message Boards are handled directly by the Communications Director.
Carpool Signs - Banners	Message to promote upcoming events and to remind parents during carpool drop off and pick up.	Signs should reflect Selwyn's color and brand. Will require approval from PTA President and Director of Communications.	
Principal Robocall/Email	Important time sensitive material communicated by phone call and email to parents.	Please do not go straight to Dr. Harris. Requests must be approved by PTA President and Director of Communications.	Robo Calls are handled directly by the PTA President. To confirm inclusion for a Robocall, please email request to Director of Communications.
Printed Materials	Includes documents, brochures, banners, invitations, or forms.	Prior to production, please contact Director of Communications for final approval. All materials must reflect Selwyn colors and brand.	*Send 10 days prior to production for final review and approval. *Allow 1 week for Executive Documents to complete and deliver.
Paper Flyers	This includes paper copies/backpack flyers to promote events or reminders.	Not to be used except under special circumstances requiring approval from the Director of Communications.	
Room Parents	Only used to communicate PTA needs such as volunteers for holiday luncheons.	Generally not to be used. All requests should go through the Director of Communications.	