

# PR & Media Manual

A Guide for Red Oak ISD Campuses and PR Reps

# We're here to help you!

Communication Department Staff:

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- James Murphy, Graphic & Multimedia Specialist
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# What We Do

- We provide a service to the district and parents as the avenue of communication for all things relates to Red Oak ISD and community-related events, activities, etc.
- Host and promote events for community engagement.
- Create and distribute informational and promotional materials for various target audiences.
- District staff appreciation activities.
- Prepare for and manage crisis communication channels.

# Communication Tools

- **Website** – all campuses and departments
- **Social Media** – Facebook, Twitter, Instagram, YouTube
  - All campuses and some other groups have their own accounts such as sports, Education Foundation, fine arts, clubs, etc.
- **Videos** – for social media and YouTube Channel
- **Graphics** – for social media, events, printed marketing materials
- **Printed Materials** – brochures, posters, fliers, etc. for district events and parent communication
- **App** – download for direct access to district information
- **Notification System: *Blackboard ParentLink*** – emails, texts and calls, app notification, social media channels
- **Skyward** – parents and student access for grades, attendance
- **Internal** – CommDesk
- **North Ellis County NOW** – quarterly ad
- **ROHS Marquee**

# Campus Social Media

Share your campus Story!

- A good rule of thumb: *Does this align with the district's mission, vision, and goals?*
- Think before you post, retweet or comment online!
- Online behavior must always reflect the same standards of professionalism, respect and integrity as face-to-face communications.
- No one can tell the story of your campus better than you!

# Social Media

- Social media is a powerful platform. Social media gives people a day-to-day look inside your campus and can be a wonderful tool for you, your campus and district.
- At Red Oak ISD, we utilize social media to communicate and share positive and timely information in a professional nature.
- The Red Oak ISD Communication Department will support campuses by monitoring activity on all social media pages. The Communication Department will handle all crisis communications situations. Please review our suggestions regarding using social media in Red Oak ISD.

# Social Media Do's

- Post relevant updates and comments.
- Control your settings. Be cautious about your privacy settings on your account.
- Disconnect from negativity.
- Highlight what you are proud of. If you or your students and colleagues do something great, let people know about it!
- Re-read, spell-check, or edit your social media content prior to posting.
- Post photos and short videos that are engaging.
- Check for student directory information when posting pictures of students who are easily identifiable.
- Respect copyrights and fair use laws. Give proper credit to others for their work.

# Social Media Don'ts

- Don't use inappropriate language or share inappropriate posts.
- No comments that easily identify students and/or staff in a defamatory, or generally negative tone.
- No comments or postings that do not show proper consideration for other's privacy or are likely to offend or provoke other.
- Don't follow your students on social media.
- No repeated posts with the same messages.
- Don't set up or update your personal social media accounts using the District's computers, network, or devices.
- Don't use the District logo or other copyrighted material on your personal accounts.
- Don't post during work hours, unless it's school-related.
- Don't post pictures of students on your personal page.
- Don't reply to media inquiries. If you get a request, please direct them to the Red Oak ISD Communication Department.



# We want your News!

Share your campus story!

- Go to [Red Oak ISD Website](#) and visit the **Communications Department** page
- We want to share the amazing things happening in our schools, students and staff lives!
- If you have an upcoming event you would like us to cover, email and give us a description of the type of event. We will see if it fits our schedule!
- Timeliness is everything! Stay current.
- If an event has already passed, please submit the story as soon as possible! Old news is old news.

# What makes a good story?

- WHO: include first and last name of all key people in the story. If it's an organization, club, or extracurricular group, list full name.
- WHAT: try and give as many details as possible about what it is you are telling.
- WHEN: include times (start and finish) and dates.
- WHERE: always be specific with locations.
- WHY: include what makes this story unique and special. If it's an event or competition, explain the kids involvement.

# Photographs

How to take a good quality photo:

- Send the best 3 photos.
- A brief description of photo.
- Include subjects names from left to right.
- Make sure your camera, or phone, is in focus on the subject.
- Send the photo in the highest resolution as possible.

# Special Events

Helpful tips to keep in mind when planning your event:

- Check the web and tech calendar for conflicts
- If beyond a campus activity, double check with Debbie Temple in the communications office
- Share your information and flier with communications
- Post on your social media channels and push out through campus newsletters and ParentLink notification system
- Always remember to take pictures and share on social media and with communications