



### **Lone Oak Independent School District Communication Guidelines and Goals**

The Lone Oak ISD Communications Department is committed to promoting all aspects of the district, students and staff in a transparent manner and establishing a reliable source of district news. Through open and proactive communications, we hope to build meaningful relationships with parents and the community. The Communications Department is responsible for district-level internal and external communications, assisting teachers and staff members with communication efforts, management of the district website and social media, and public relations.

#### **Methods of Communication**

##### District Website

- The district website will be used to share news, information, and updates about students, staff, schools and events.

##### Campus Websites

- Campus websites will be used to share detailed information pertaining to activities and events at a specific campus.

##### Blackboard Messenger

- Blackboard Messenger is how Lone Oak ISD will communicate district-level information directly with families and staff using email, text messaging, and voicemail. This system is used to communicate upcoming events, time sensitive notifications, schedule changes, and more. Be sure your contact information is up-to-date so you don't miss out on any important information! Information can be updated in the parent or employee portal.

##### Facebook

- The Lone Oak ISD Facebook page aims to promote the student experience at LOISD through storytelling. Each post will celebrate, highlight, or promote student successes and achievements, activities, and daily life.
- Lone Oak ISD will not share informational flyers on behalf of non-school or non-district organizations.
- If critical information is shared through Facebook, it will first be shared directly with stakeholders by one of the methods above.

By following these communication guidelines, Lone Oak ISD Communications can effectively convey information, build trust, and represent the district professionally both internally and externally.