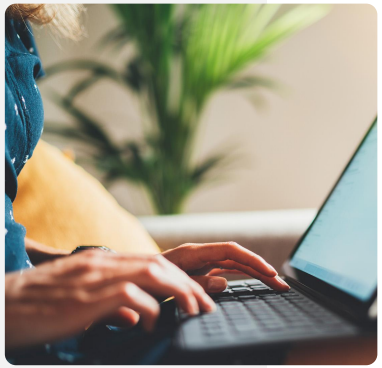
FINALSITE

The Foundations of Community Engagement

Best Practices for the 2024-25 School Year



Agenda

01 **Define Your Audiences**
Who are you talking to?

02 **Define Your Media**
How are you talking to them?

03 **Master Your Media**
Digging into means of communications

04 **Remember Who It's All For**
Scale into your solutions

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- Las Vegas native
- Air Force veteran
- 6 years at a Finalsite
- Loves travel, books, happy hours, and sports
- Cybersecurity junky

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Colorado Springs, Colorado

Define your audiences

Principal Pedro

- Very busy
- Attached to phone
- Why should I care?

Grandma Gogi

- Raising 3 grandchildren while working
- Not a native English speaker
- Comfort with tech varies

PTA Pam

- Invested in school activities
- Wants consistent, on-time comms
- Time-consuming, but you need her

On-their-own Owen

- Adults are often absent
- Needs extra resources
- Relies on their phone
- Location varies

Define your media

But really, it's

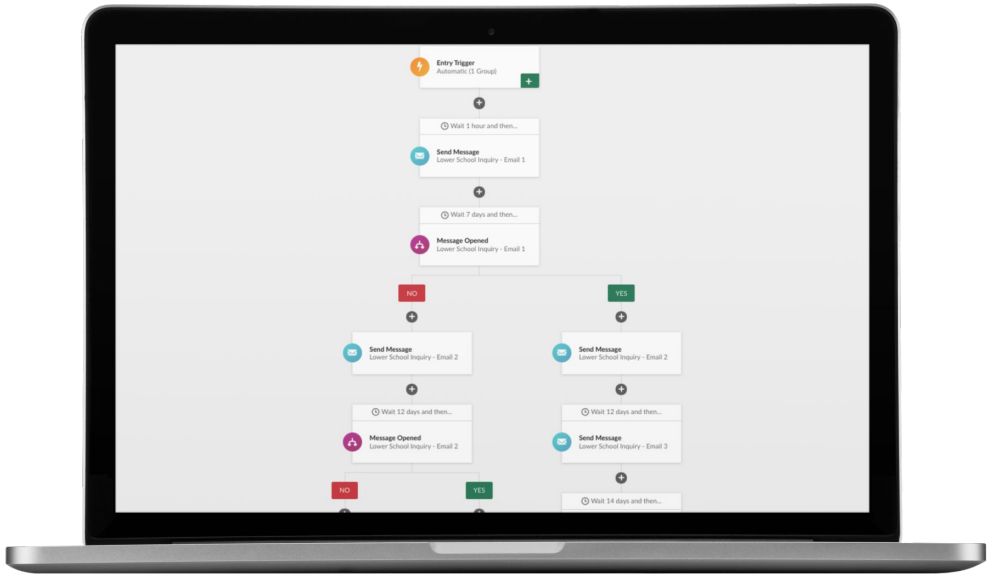
Trust first, People always

Newsletters

- Same time and on time, everytime establishes trust
- During a time of information overload, newsletters provide relevant and helpful updates
- Strengthens connection
- Enhances community engagement
- Includes next steps and call to actions

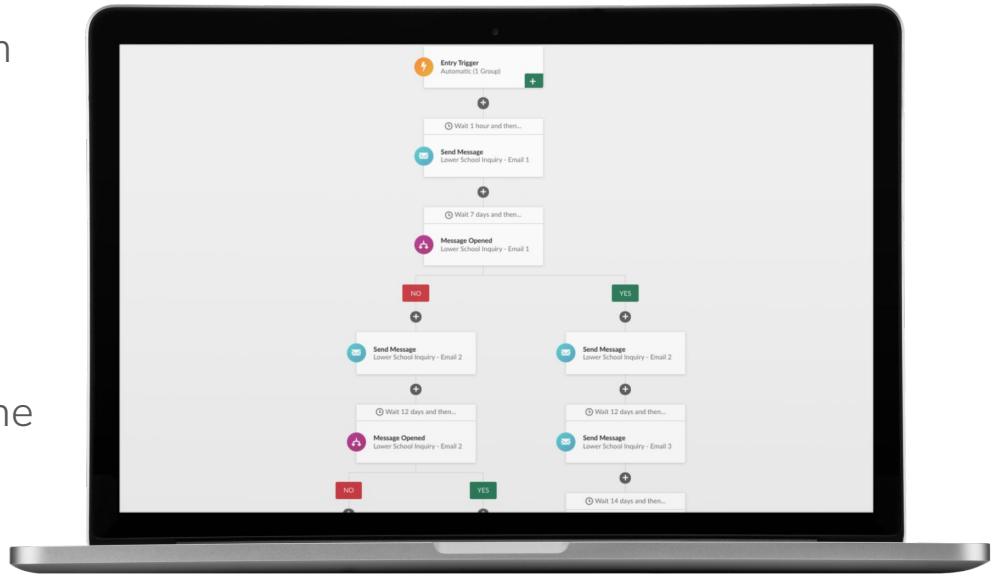
Workflows

- Communicating at the right time
- Creates connections
- Can drive desired outcomes
- Automates repetitive tasks



Attendance campaign workflows

- Goal: To increase attendance from Day 1
- Begin at the right time
- Maintain a cadence
- Use trusted sources, stats, and social proof to get buy-in
- Loop in other brand channels
- Include a Call to Action or state the outcome you are looking for
- Bonus: make the template repeatable



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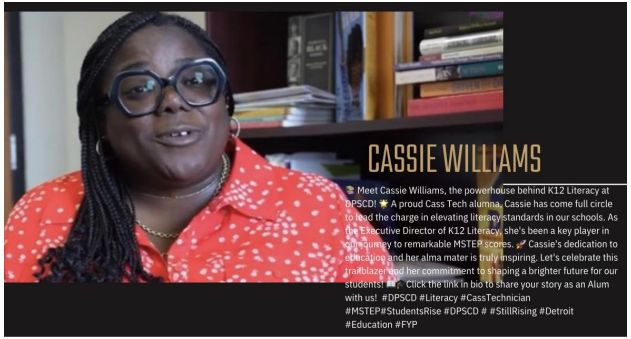
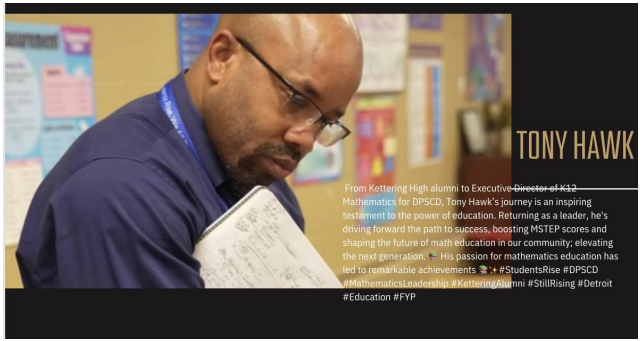
Social media

- Cadence establishes trust
- Highlight stories (and faces) of the community
- Reflects culture
- Hypes upcoming events
- Representation matters
- Generates goodwill

Social media community highlights

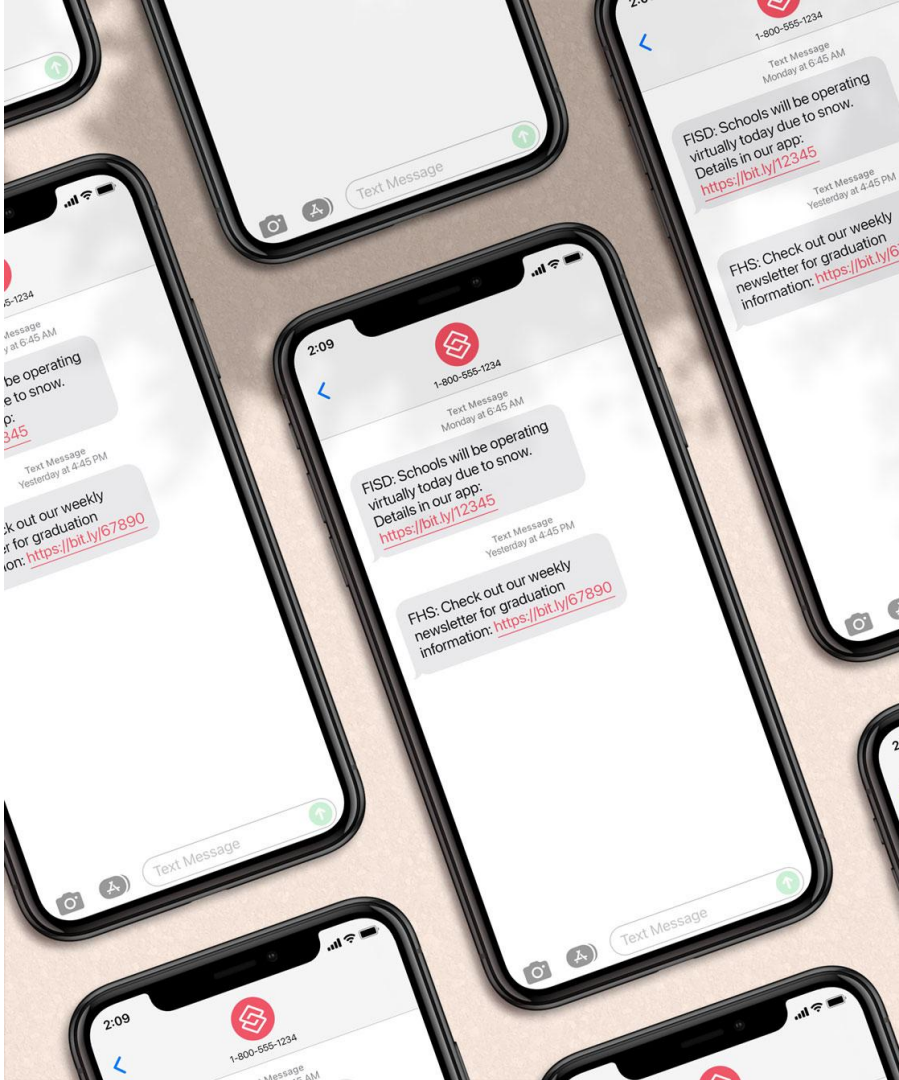
- Leverage “real” people who are “part of your rise”
- Share their story
- Celebrate them so others can celebrate with you
- ICYMI is your friend - repetition is key
- If folks are not repeating your messages, keep saying it.





Text messages

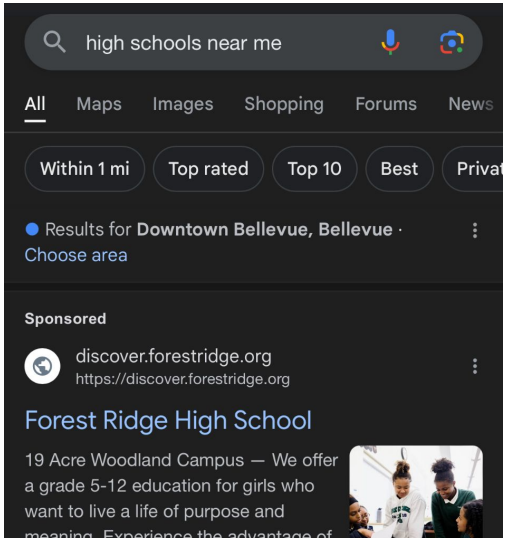
- Reaches busy parents with timely information
- May feel more tailored and personal to students
- Reaches recipients directly (most accessible)
- Immediate but not disruptive
- Considers generational preference
- Vital to emergency communications
- Generally does not depend on the student's location



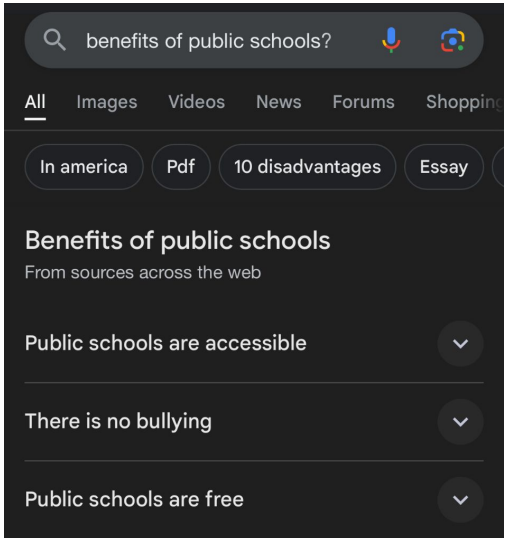
Internal communications and training

- Poor communication is one of the leading causes of why employees leave a school
- Align Vision and Mission
- Empowers staff
- Same tools, different audience
  - Hubs/Portals
  - Training Modules
  - Workflows

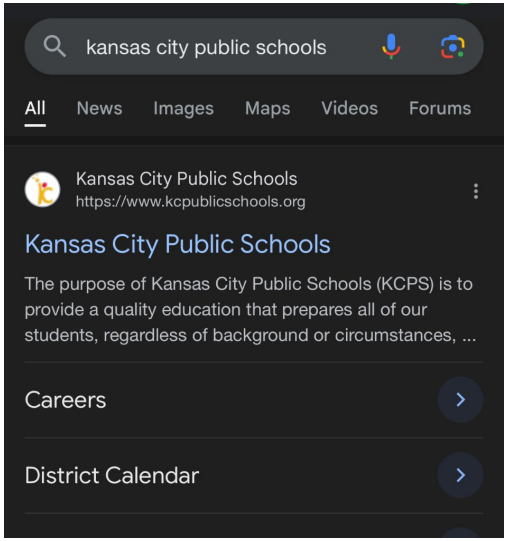
Google Search vs Ads



80+% of online searches begin with an unbranded term
Rather than searching for you by name, localized searches for "____ schools near me" are more competitive and have a much higher volume.



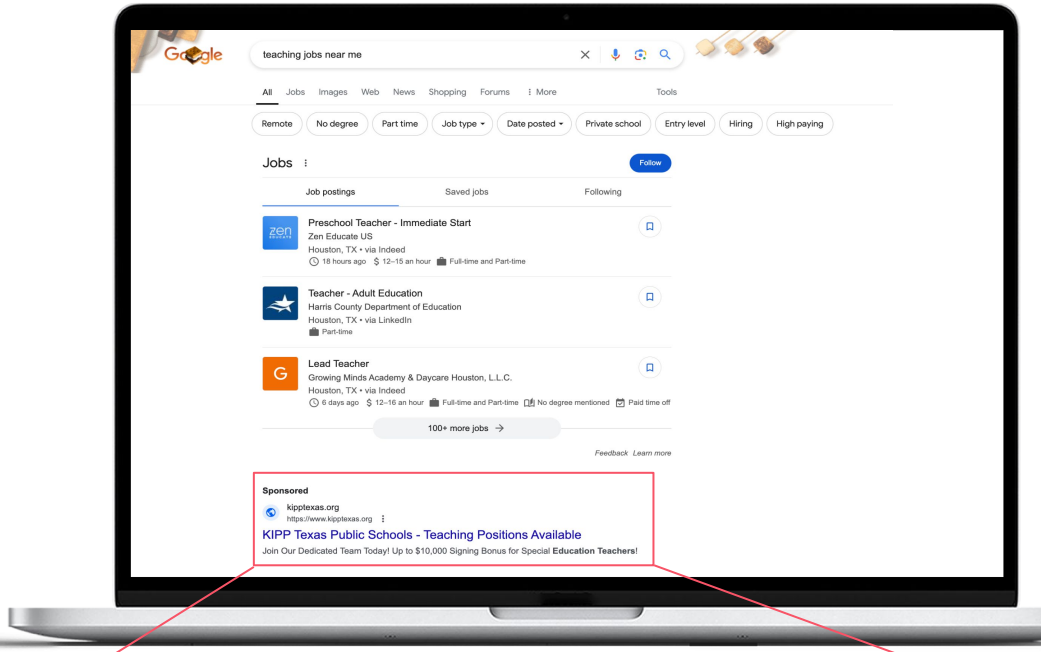
Long-tail keywords are a win-win
Using highly-specific queries that tend to have relatively low search volumes can result in better rankings, more qualified traffic, and lower costs per click.



See your top landing pages in GA4
When you search your school name, if the page appears at the top of the organic search results then it's probably a key landing page to your website.

Digital advertising

- Google Ads and Social Media Ads addresses immediate needs
- Districts tell their story vs relying on perception
- Allows you to reach outside of your geo area
- Being found for what you're a fit for (but aren't exactly)
- Captures prospective families low in the funnel
- Generates community goodwill



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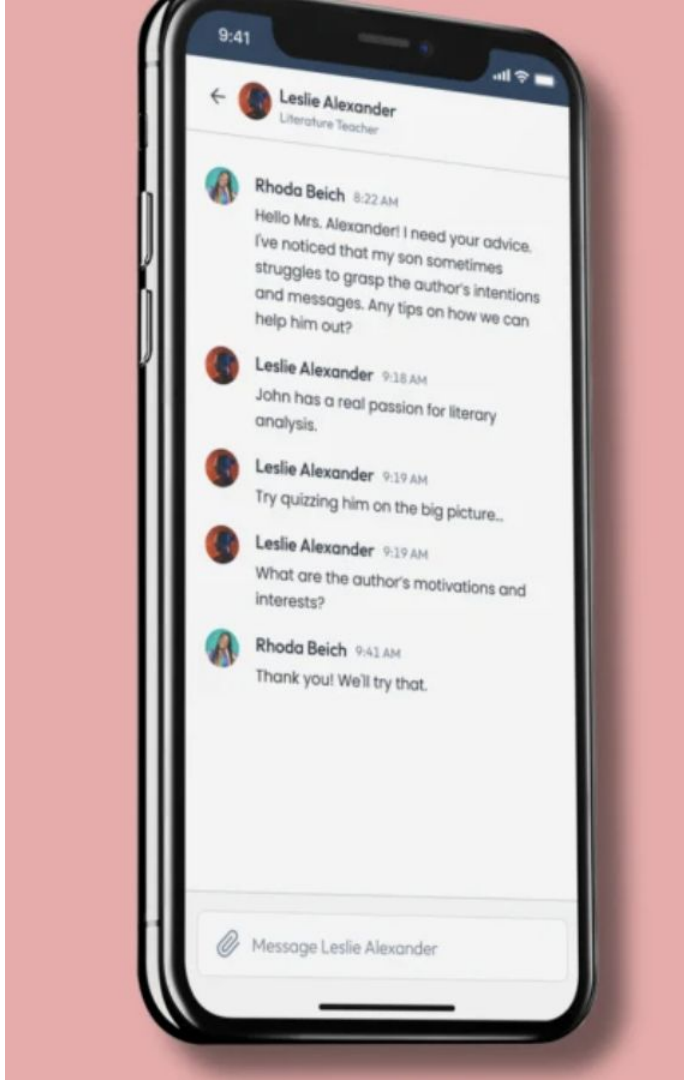
https://www.kipptexas.org

KIPP Texas Public Schools - Teaching Positions Available

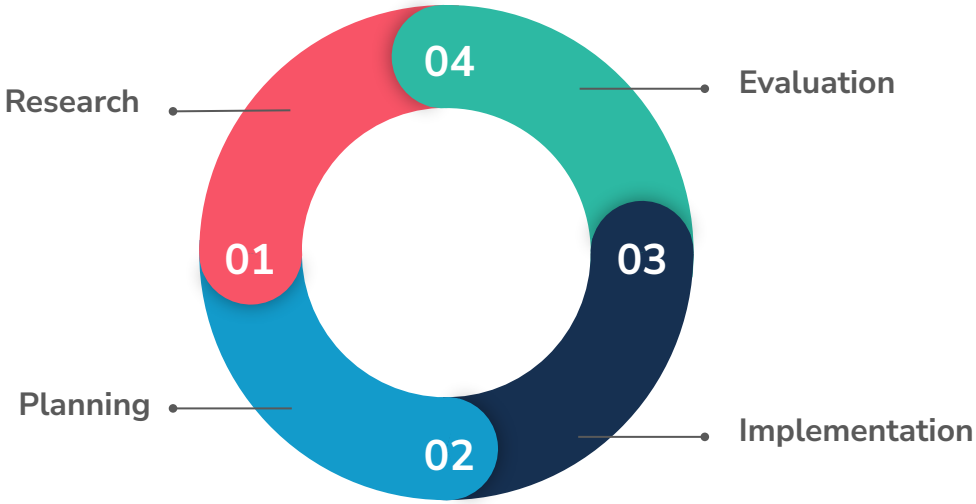
Join Our Dedicated Team Today! Up to $10,000 Signing Bonus for Special **Education Teachers**!

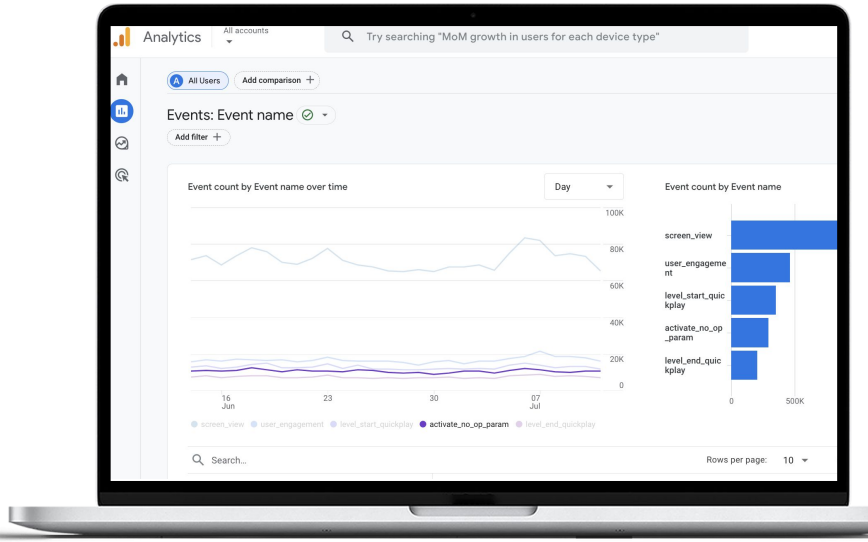
Parent-teacher chat

- Make parents feel heard, understood, and valued
- Addressing concerns promptly
- Boosts engagement
- Gather feedback & ask follow-up questions
- When parents have an outlet for open communication, discussion become less contentious

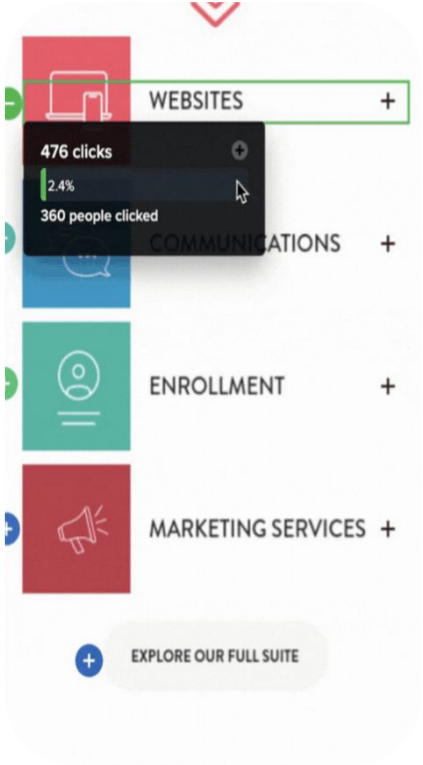


Analytics and insights

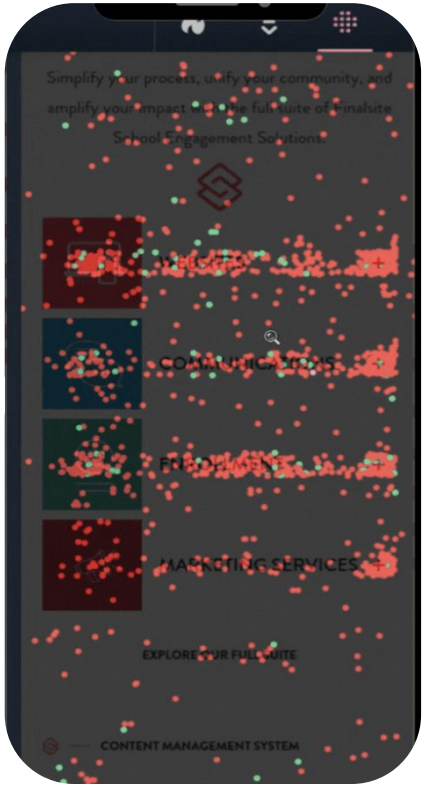




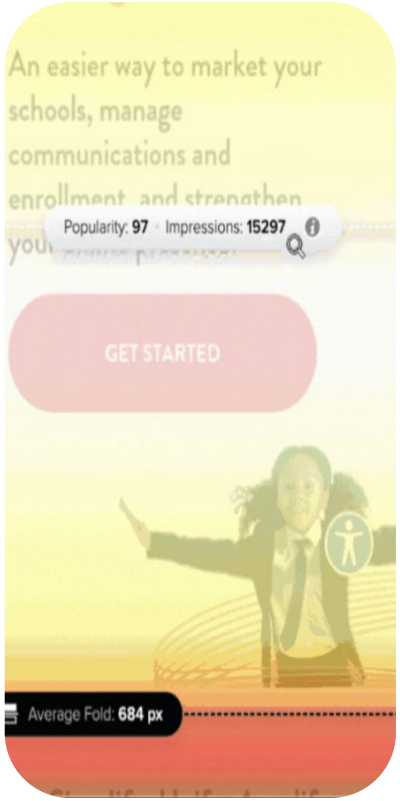
REAL-TIME DATA



CONFETTI MAPS



HEAT MAPS



In the end, it's

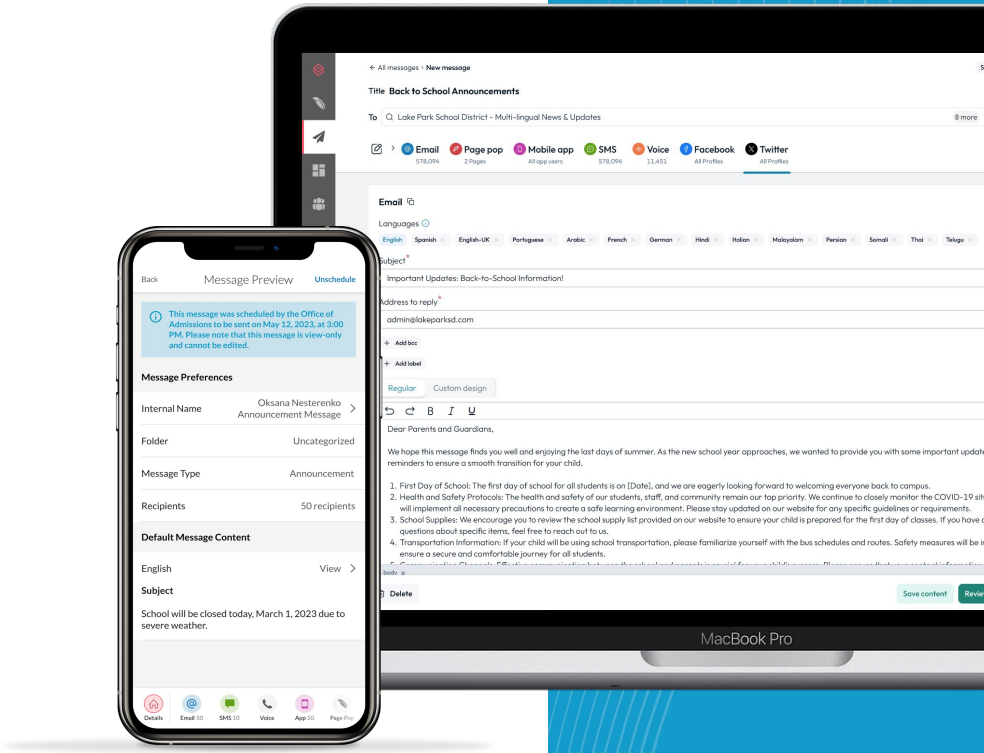
Every student

COMMUNICATIONS TOOLS

Messages XR

Reach everyone, everywhere, all in one place

- Send **email, text, voice, mobile app, social media, and website** at the same time.
- **Seamless** part of the Finalsite platform.
- **Extension of Finalsite platform:** C.O.P.E., permissions, drag and drop emails, list management, integrated mobile app, and more
- **Quick and easy-to-use**
- **Flexible** to allow copy edits by channel
- Inclusive: **Translate** in families' preferred languages
- **Consistent message and delivery**
- Create and send messages via **Finalsite Central companion app** or web browser

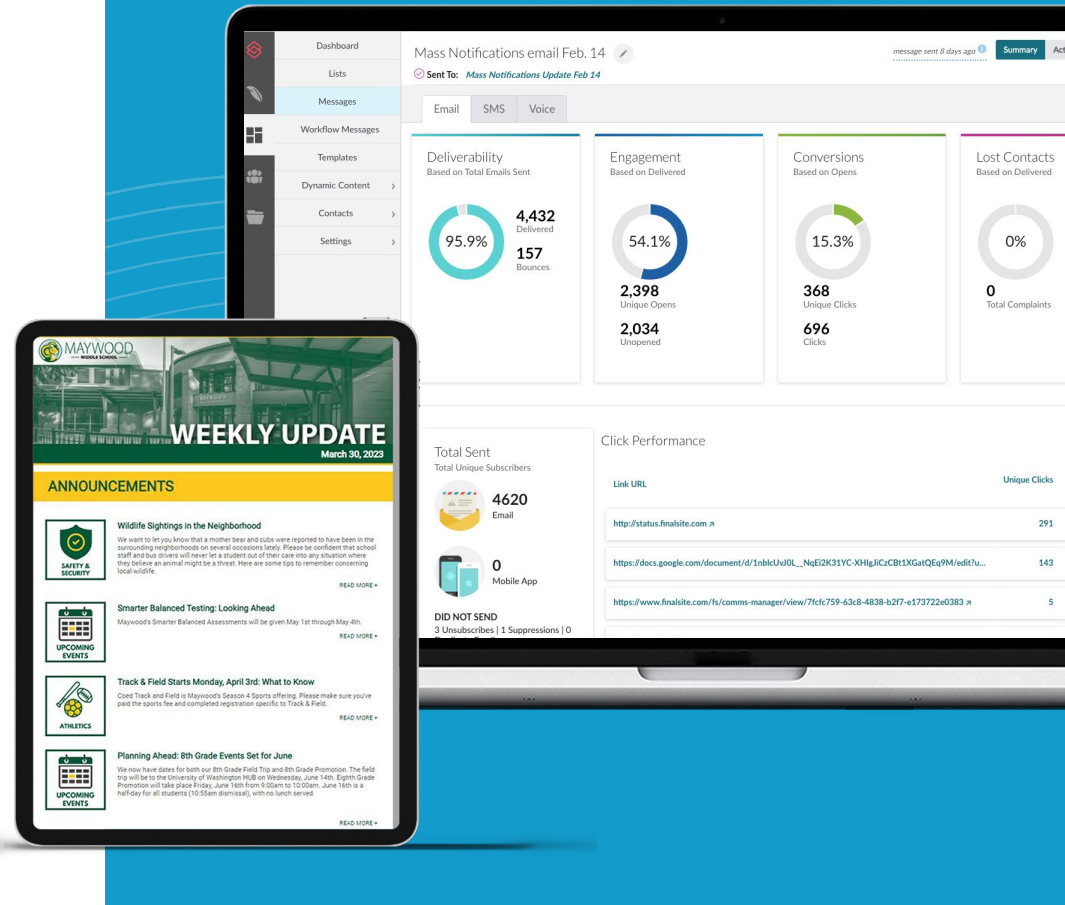


COMMUNICATIONS TOOLS

Messages—Integrated Newsletters

Save time and have fun building beautiful newsletters.

- **Pull-in content and auto-update website news, calendars, and athletics** with integrated C.O.P.E.
- **Analyze and measure engagement** with open and click through rates
- **Translate** in families' preferred languages for an accessible and inclusive experience

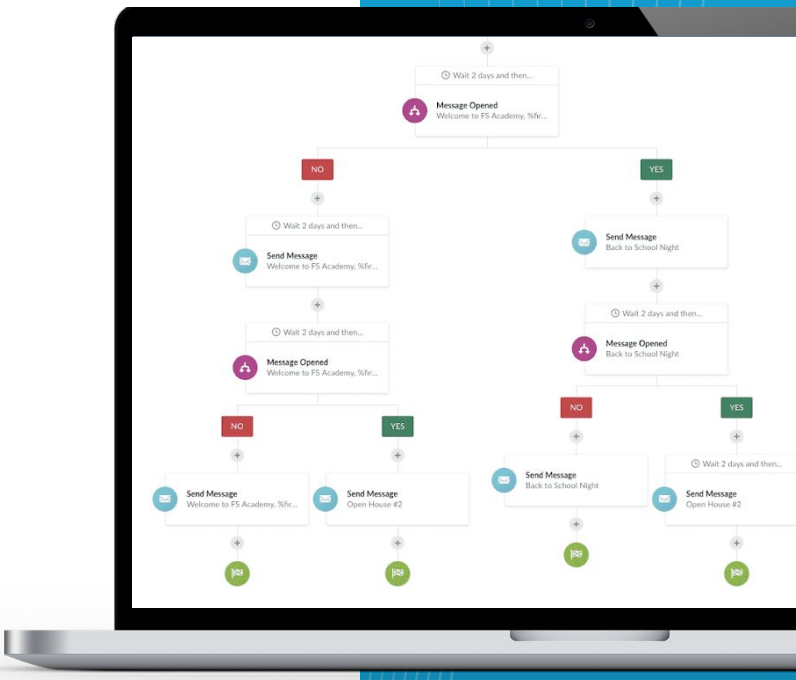


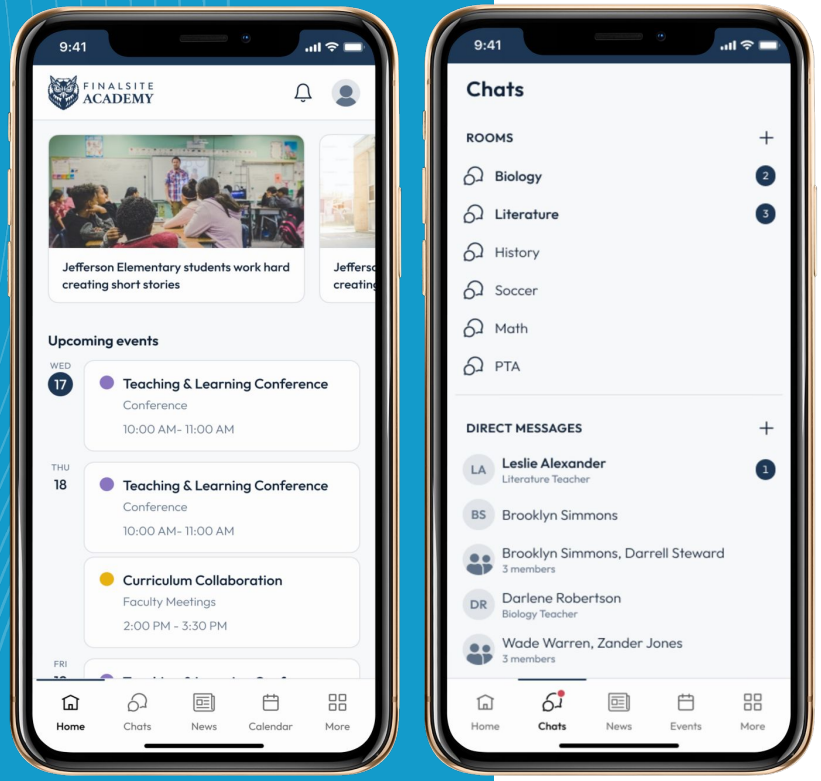
COMMUNICATIONS TOOLS

Workflows—
Email Automation

Transform Your Email Campaigns; kindergarten interest, middle school/high school transition, new staff onboarding, and more!

- **Effortless Automation:** Easily create automated email campaigns that engage families throughout their journey with your district. Use with **Finalsite Forms** to trigger a workflow.
- **Tailored Engagement:** Turn inquiries into enrolled students, welcome new families and staff, promote events, and send automated reminders.
- **Customizable Experience:** Design your email campaigns to deliver consistent, bite-sized information, tailored to your audience's needs.
- **Simple yet Powerful:** Finalsite Workflows offers a user-friendly interface with powerful features for maximum email engagement and time efficiency.





COMMUNICATIONS TOOLS

Mobile App and Chat

Introducing a new era of family engagement

- District-branded app with a **modern and intuitive design** to help build brand equity
- **Streamlined communication** with one single login for all district, school, and classroom communication
- Easy for parents and guardians to **filter, browse, and engage** with the content they care about
- **Real-time chat** with parents, teachers, and coaches - dynamically translated into their preferred language
- Powered by a **scalable, secure, and reliable platform**

Thank You