

# DISTRICT COMMUNICATION TIPS



## WHAT TO KNOW FOR SUCCESSFUL COMMUNICATION

### KNOW YOUR AUDIENCES

- Families
- School administrators, staff & teachers
- School superintendents & district leadership
- Municipal officials
- Residents and taxpayers

### KNOW HOW TO ENGAGE

- Start with a message
- Listen actively
- Be receptive
- Advocate for the school system

### KNOW YOUR COMMUNICATION PROTOCOLS

Establish protocols for how to communicate in meetings and potential crisis situations.

### KNOW HOW TO UTILIZE SOCIAL MEDIA

- Proceed with caution
- Focus on de-escalation
- Take things "offline" & connect with your board chair or designated spokesperson
- Separate your role as a board member from your personal positions and profiles

### WHAT ARE THE KEY PARTS OF A COMMUNICATIONS PLAN?

- Protocols for how all members of the Board of Education should interact with the media and the public
- A designated spokesperson (in most cases this will be the chair)
- Clear key messages
- Responses or processes for a crisis

Want more information? Reach out to CABE for more resources.  
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