

ParentSquare Tools At-a-Glance

	Posts Everyday announcements and messages	Direct Messages Private messages to one or a few people	Alerts Important and short logistical updates	Auto Notices Personalized student or staff specific messages (mail merge)	Secure Documents Document is specific to the student
Sender(s)	<ul style="list-style-type: none"> Communications Office School administrators Teachers Group owners School staff with post permission 	<ul style="list-style-type: none"> Communications Office School administrators Teachers Group owners Staff with DMpermission 	<ul style="list-style-type: none"> Communications Office School administrators Safety & Security manager 	<ul style="list-style-type: none"> Communications Office School administrators School staff with permission 	<ul style="list-style-type: none"> Communications Office
Best for	Messages/announcements to district, school, class or a group. Attachments	Private communication with a single individual or a few individuals. Attachments	Alerts and short reminders. No attachments	Alerts and short reminders. No attachments	Sending student-specific PDFs to parents/guardians.
Examples	<ul style="list-style-type: none"> General communications Pictures and flyers Surveys Newsletters Building events and RSVPs Appointment sign-ups 	<ul style="list-style-type: none"> Student progress Behavioral issues Homework for an ill student 	Smart Alerts are for: <ul style="list-style-type: none"> Important reminders School closures, delays and dismissals Activity cancellations Weather outages Bus accidents Urgent Alerts are for: <ul style="list-style-type: none"> Natural disasters, critical threats 	<ul style="list-style-type: none"> Unique links to surveys (confidential family survey) Truancy letters Overdue book fees Student-athlete physical reminders Attendance notifications 	<ul style="list-style-type: none"> English language parent notification Elementary and Secondary Education Act Notification Confidential parent notifications
Delivery	<p>Sent via recipient's notification method and frequency</p> <p>Sender may override preferred frequency</p>	Delivered immediately via recipient's notification method	Smart Alert: Sender chooses text, email or voice call. Default to text (voice if text fails) Urgent Alert: Text, email, voice call and app notification	<p>Sent via email, voice message, text, or app notification.</p> <p>Sender chooses text, email or voice call. Default to text (voice if text fails)</p>	Delivered to families according to their notification preferences
Important things to keep in mind	Visible for the school year (archived at end of the year)	Visible always If sending to 2 or more people, sender must select: <ul style="list-style-type: none"> Private Message (BCC) Group Message (CC/group chat) 	Visible for 3 weeks; templates available Please reserve robocalls for emergency messages	Visible for 3 weeks. Merge fields for inserting information from CSV	Visible during the entirety of a student's tenure at the school.