

|                              | Post  | Alert   | Direct Message   | Auto Notice   | Secure Document  | Virtual Phone   |
|------------------------------|---|---|--|---|--|---|
| <b>Best For</b>              | Announcements to the entire district, school, class(es), or group(s)  | Alerts and short reminders  | Individual or small-group conversations  | Automated, student-specific notifications   | Student-specific electronic document delivery  | One-to-one phone calls with a staff-specific phone number assigned by ParentSquare                                    |
| <b>Examples</b>              | General communications, newsletters, event RSVPs, forms, permission slips, volunteer/wish lists, appointment sign-ups, payments | Smart Alerts - Reminders, school closures, delayed openings, early dismissals, after-school or activity cancellation<br>Urgent Alerts - Natural disasters, critical threats | Student progress, classroom photos, behavioral issues, student absence                 | Attendance/tardy notices, lunch/book fees, Saturday school, truancy letters, transportation and bus route information | Report cards, assessment results, IEPs, certificates   | Academic performance, behavior issues, attendance, or any other topic or situation that requires a follow-up by phone |
| <b>Message Type</b>          | Everyday announcements and messages   | Brief, important logistical updates   | Messages to a single recipient or a few recipients                                     | Student-specific notifications  | Student-specific documents   | Phone call  |
| <b>View Duration</b>         | Viewable online for the school year   | Viewable for 3 weeks  | Viewable online  | Viewable for 3 weeks  | Viewable online as long as student remains at the school   | Call logs, transcripts, recordings available for the school year  |
| <b>Archived</b>              | At end of the school year   | Not archived, always available to admins for reuse  | Not archived, always available   | Not archived, always available to admins for reuse  | Not archived, template always available to admins for reuse  | Not archived, always available  |
| <b>Attachment</b>            | Files, photos, and videos   | No attachments  | Files, photos, videos  | No attachments  | Only the single secure document  | No attachments  |
| <b>Delivery</b>              | Sent via recipient's notification method and frequency (can also be sent immediately)   | Smart Alerts - Sender choice; defaults to text (voice fallback)<br>Urgent Alert - Text, voice call, email, and app notification   | Sent via recipient's notification method (default is email)                            | Sender chooses delivery method  | Delivered to parents according to their notification preferences                                       | Outgoing calls go to parent's phone; incoming calls can be answered live or sent to voicemail                         |
| <b>Comments</b>              | Comments are hidden by default; individual posts can be made visible or disabled  | No comments   | No comments; message recipients are able to reply                                      | Can have response note  | No comments  | Parents can leave a voicemail message outside of office hours or if staff is not available                            |
| <b>Send to</b>               | Existing district, school, classes, and groups  | Existing district, school, classes, groups, and/or CSV file of recipients   | Individuals or selected users  | All parents of the students whose student IDs are in the CSV file   | All parents of students whose student IDs or state student IDs are in the PDF                          | Staff can call parents; parents can return calls and, if staff number is shared, initiate calls                       |
| <b>Translation</b>           | Automatic translation for post body, may be edited before sending; not available for post add-ons                               | Automatic translation for message, may be edited before sending   | Automatic two-way translation  | Translations can be added manually  | Translations can be added manually for notification title/message; no translation for the document PDF | No translation available  |
| <b>Schedule</b>              | Can be scheduled  | Smart Alerts can be scheduled; Urgent Alerts are sent instantly   | Cannot be scheduled  | Can be scheduled  | Can be scheduled   | Cannot be scheduled   |
| <b>Text/SMS Notification</b> | Message truncated to 140 characters, with a link to view entire post  | Limit of 300 characters   | Message truncated to 140 characters, with a link to view entire message                | Notification truncated to 300 characters with a link to view notice   | Document subject truncated to 140 characters, with a link to view documents                            | N/A   |
| <b>When Delivered</b>        | Sender may send immediately or at recipients' preferred frequency (instant or digest)   | Immediately or at scheduled day/time  | Immediately; sender will be alerted if sending outside of the recipient's office hours | Immediately or scheduled; may be automated to send on a schedule for the year   | At recipients' preferred frequency (instant or digest)   | N/A   |
| <b>Message Options</b>       | Rich text formatting  | N/A   | N/A  | Rich text formatting; merge fields for inserting information from CSV   | N/A  | N/A   |