Teacher ParentSquare Posts Vs. Direct Messaging

	Posts/Studio Editor	Direct Messaging
Best For	Announcements to all classes or individual classes	Individual or group conversations (recipient can message back)
Examples	• General communications • Newsletters (studio editor) • event RSVP's • forms/surveys • permission slips • volunteer sign up • wish list • appointment/conference sign up	• Student progress • Classroom photos • Behavioral issues • Student absence
Translation	Automatic translation for post text. Not available for images with text or post add ons.	Automatic two way translation
Scheduling	Can be scheduled to send at a later time or date.	Cannot be scheduled
Text SMS notifications	Messages truncated to 140 characters with a link to view entire post.	Messages truncated to 140 characters with a link to view the entire message.
Attachment	Files, photos and videos	Files, photos, videos

Delivery	Sent via recipients notification preferences	Sent via recipients notification preferences (default is email)
Comments	Comments are hidden by default: can be made visible or disabled.	No comments: message recipients are able to confidentially reply.
View duration	Viewable in ParentSquare for the school year	Viewable in ParentSquare
Message tools	Text formatting available	No formatting tools available