

Communications Expectations Schools/Departments

Tell the story. Show the faces. Celebrate the work. Invite people in.

Smyrna School District 2026-27

Expectations will vary based on your focus- teachers, other staff vs. students. Communication will be linked to your DPAS/Annual reviews.

[District-wide calendar to input events](#)

[Leadership survey](#)

[Webmaster duties](#)

Calendars! Your website calendar will have all of the events in your school. Every event, spirit week, date of report cards, professional development days, days when information is released (like teacher emails), graduations, fly aways...

Your school calendar should reflect all of the good work you do to engage students and their families!

Updates weekly/monthly? I say weekly but if done well, I can settle for monthly.

Do not put dates on schedules, supply lists etc.

Updates in the summer months... supply lists, when will teacher emails be sent, visitation day...

CALENDAR!!!! (yes I already said this)

What do you do in the summer?

Social Media Highlights

Student accomplishments

Staff accomplishments

New staff

Classroom innovation

Athletics and extra curricular activities

Arts performances

CTE highlights

Community partnerships

Volunteerism

Staff and student recognition

Facilities improvements

Examples of staff going above and beyond

Celebrate students and staff

Highlight learning

Share positive stories

Explain initiatives

Promote engagement opportunities

Timely updates

Humanize your leadership

**If your department does not have social media, please share any of these with Kariem to put on the district socials.*

Promote 2-way communication

Principal/Supervisor office hours- you can call them chat & chews are continuity

Family forums (when applicable or required)

PTOs and beyond

"You said. We listened."

Listening and Leadership (can be team leader)

Student advisory groups

Insight survey

Family engagement (Title 1 and beyond)

Community conversations

- Build trust

- Be visible

- Be transparent

- Be responsive

- Be dependable

Regular family communication- newsletters, email updates, all calls

School-level story telling

How can the district office support you?

Training for you and your webmasters