


# Communication Tool



Target Audience or Recipients

 <b>Colchester District</b>		<u>ParentSquare</u> <i>Official channel for in-district outreach like newsletters, announcements, reminders, and emergency alerts. Communication can be sent via email, text, robocall, and app notifications. Also allows two-way direct messaging for communication between school staff and families/high school students. All messages are automatically translated into the recipient's preferred language.</i>	<u>Gmail</u> <i>Used as the district's email platform for all employees and students. Messages are not automatically translated for the recipient.</i>	<u>Front Porch Forum</u> <i>A free public neighborhood online forum that is delivered via email. Used for things like announcing events, school budget and voting information, and career opportunities.</i>	<u>Media Listserv</u> <i>List of local media outlets and their contact information.</i>	<u>Social Media</u> <i>Used to celebrate events, activities, and achievements in the district.</i>
Parents	<b>Tool Use:</b> All parents/guardians are automatically added with the contact information provided during registration. Users can adjust their notification settings, including unsubscribing or turning notifications off. Parents can also initiate communication with employees using direct messaging.  <b>Engagement &amp; Frequency:</b> As needed for routine and emergency messaging.	<b>Tool Use:</b> Parents can receive emails from staff members or students. Intended for individual or small group communication.  <b>Engagement &amp; Frequency:</b> As needed.	Not the Target Audience	Not the Target Audience	Not the Target Audience	<b>Tool Use:</b> Anyone can follow, like, or subscribe to public-facing channels.  The district maintains Facebook and Instagram accounts. Schools may have any combination.  ParentSquare is the district's official communication channel. Social media is only intended to supplement.  <b>Engagement &amp; Frequency:</b> Two - three times per week. (A user's social media feed is algorithm-based and it is not guaranteed they will see posted content.)
Students	<b>Tool Use:</b> (For middle and high school students only.) The StudentSquare platform within ParentSquare allows the district, school, teachers, coaches, and club advisors to include students in email communication. StudentSquare also allows direct messaging between employees and students at the high school.  <b>Engagement &amp; Frequency:</b> As needed based on setting.	<b>Tool Use:</b> All students are assigned a CSD email address and may send individual emails but are restricted from using districtwide listservs.  <b>Engagement &amp; Frequency:</b> As needed.	Not the Target Audience			
Employees	<b>Tool Use:</b> All employees are automatically opted-in with their CSD email and cellphone number provided at hiring. ParentSquare communication can be sent by teachers, the school office, or the district communications team. Emergency alerts can only be sent by the district communications team or school admins.  <b>Engagement &amp; Frequency:</b> As needed through individual, classroom, school, district school-based or emergency messages.	<b>Tool Use:</b> All employees are provided a CSD email address and can send and receive emails. The IT Dept maintains automated school-specific groups (classof20245, teachers and staff at each building, etc...)  <b>Engagement &amp; Frequency:</b> As needed.	Not the Target Audience			
Community	Not the Target Audience	Not the Target Audience	<b>Tool Use:</b> To connect and inform residents of Colchester who are not associated with the school district.  <b>Engagement &amp; Frequency:</b> The district is limited to two posts per month.			
Media						