

# Communications Tipsheet for School Councils

## Handout for SC Networking – April 29, 2014

Communications tools that currently exist to assist School Councils include:

### School websites



Each school website has an SC section. The SC chair works with their principal to update items such as meeting minutes/agendas, events and messaging. Are you utilizing your SC page effectively? Ask your principal how they can help.

A few current examples: <http://www.bay.bwdsb.on.ca/scc>; <http://www.mac.bwdsb.on.ca/scc>

### School newsletters

Monthly school newsletters remain one of the most effective ways to reach your target parent audience. If you are not doing so already, ask your principal how you can provide submissions to highlight the work of your SC and encourage membership.



### Board website

Does your SC have positive news to share? The newly redesigned Bluewater website regularly highlights articles celebrating student success throughout the district. With approximately 14,000+ unique visitors per month, the site is also now leveraged through Twitter. Ask your principal how you might be able to get some board wide recognition for your story. Visit the home page to view some recent feature articles: <http://www.bwdsb.on.ca>

### Social media

Bluewater has entered the world of social media. Guidelines for board and school accounts are outlined in the administrative procedure, AP 2313-D “Social Media and Web Publishing”, which can be found in the Policies & Procedures section of the board website or at this link:

[http://www.bwdsb.on.ca/director/Procedures/AP\\_2313-D.pdf](http://www.bwdsb.on.ca/director/Procedures/AP_2313-D.pdf)

Is your school on social media? If not, you may want to explore this option with your principal. If so, are you assisting with content? Remember... A ‘tweet’ is brief but can be highly effective!

Bluewater on Twitter: <https://twitter.com/BluewaterDSB>



### Parent Involvement Committee website

The new PIC website has a section on the home page for parent related articles of board wide interest. There is also an extensive SC section that is loaded with helpful resources and links to each SC school web page. Visit <http://pic.bwdsb.on.ca> and feel free to speak with your PIC chair about possible options to leverage this great new website to better promote your SC.

### Other

The communications tools employed by schools may vary slightly across the board. Your school’s principal can best advise as to which tools are currently being utilized.