



Communication in the Riverside Local School District



Internal document for all Riverside staff

Tell Our Story!

It is important that we tell our story on a daily basis to build parent and community support! Our goal is to get out as much positive information about the District as possible.

We encourage teachers and building administrators to keep the Communications Director apprised of anything going on in your classroom, building or department that you think is photo, media, social media, or website worthy. This could be a creative or unique lesson plan, or an outside-the-box activity you have planned, or just general highlights or accomplishments that recognize our students or staff members.

Truly, parents and community members love to hear about what's going on in our schools.



Communication From the District

We strive to keep parents and the entire community updated about all news, events and activities happening within the District. Whether it's through the District's website, social media pages, Parent E-mails, Riverside Reality, Pipeline, Quality Profile, direct mailings or through the media, we are determined to always be transparent and to keep all stakeholders informed and engaged.



[District Website](#)



[District Facebook Page](#)



[District Twitter Page](#)



[District YouTube](#)



District-Wide Communication

The District releases several publications throughout the year to keep our parents and community members informed about what is going on in the District.

Riverside Reality is a monthly newsletter that is e-mailed to all parents within the District. It contains updates about upcoming events and highlights recent academic and athletic achievements.

The **Pipeline** is mailed to all community members in the District two times per year to highlight student and staff accomplishments and updates about the District.

The Quality Profile is a more comprehensive companion to the state's district report card and includes additional accountability measures that define a high quality education that are not captured by the state report card. The Quality Profile helps to evaluate the effectiveness of a school district beyond standardized testing measures.



District Publications



Teacher-Level Communication

We expect teachers & staff to communicate to students and parents in a professional, timely and courteous manner.

When appropriate, it is important to keep parents informed of their child's education.

Per a Communications Survey to parents in the summer of 2023, parents prefer to receive information from their child's teacher via:

- Direct E-mail
- Personal conversations (phone call or face-to-face)
- Newsletters
- Infinite Campus
- Remind
- Google Classroom



Teacher-Level Communication

Per a Communications Survey to parents in the summer of 2023, parents are interested in the following information from their child's teacher(s):

- Progress/Behavior updates and concerns (before it becomes an issue)
- Classroom events, activities and what students are learning
- Weekly updates
- More frequent communication from all teachers - positive or negative
- How can parents help?
- Assignments and due dates
- Prompt responses to a parent's e-mail or phone call (**please reply within one business day**)



34% of parents surveyed said they do not receive enough communication from their child's teacher



General Best Practices For Communication – For any employee in the District (classified & certified)

Written Communication

- Always respond, do not ignore (even if you don't know the answers yet - tell them you're looking into it)
- Use PDFs or View Only Documents (if sending Google link, make sure it's viewable to everyone)
- Remove educational jargon and spell out acronyms. Many parents do not know what it means
- Always proof your communication before sending
- Be clear and concise in your message
- Every e-mail starts with a greeting, **ends with your signature** (Name, Title, Building, Office Phone - if you have one)



Face to Face Communication

- Greet people with a smile
- Learn and remember names
- Lead with compassion
- Be considerate & kind
- Listen to concerns
- Do not be argumentative
- Be a good representative of Riverside - people see you as leaders in the community




Social Media

- Social Media is a good way to keep parents/community members informed on what's going on
- Please read these Social Media Reminders [HERE](#) and [HERE](#)

Social Media Reminders

PHOTO RELEASE




When posting a photo of a student, make sure they are not on the NO TO MEDIA list. When parents update their Required Online Forms every year, they are asked to 'accept' the District using or publicizing photos of their child. A handful of families throughout the District do NOT accept this. If you are unsure if you have any of these students in your class, please check with your building secretary, who should have this list available.

CONFIDENTIAL/PRIVATE INFORMATION

Per Board Policy 7544, 'The District is committed to protecting the privacy rights of students...District employees and volunteers are prohibited from posting or releasing confidential information about students, employees, volunteers or District operations without appropriate consent. Per Board Policy 7540.04, 'Federal and State confidentiality laws forbid schools and their employees from using or disclosing student education records without parental consent.'

CHECK THE SURROUNDINGS

If posting a photo of a student/classroom activity/event/etc, make sure there is nothing in the background that can be deemed controversial or inappropriate. Most people just focus in on the subject of the photo, but every now and then, there may be something in the background that could be inappropriate (hand gesture, dress code violation, a student sleeping, etc.)



DOUBLE CHECK FOR ACCURACY

The spelling of names, times and dates, grammar, the content of the message, etc.

CLEANLINESS & PROFESSIONALISM



Your post(s) should be well-written, clean & professional.

PROFESSIONAL VS. PERSONAL

In general, it is best to not mix your personal life/posts with your professional account.

SOCIAL MEDIA BOARD POLICIES

To read the entire Board Policy on the Use of Social Media, click [HERE](#). To read the entire Board Policy on Staff Technology Acceptable Use and Safety, click [HERE](#).



Be smarter than your smart phone

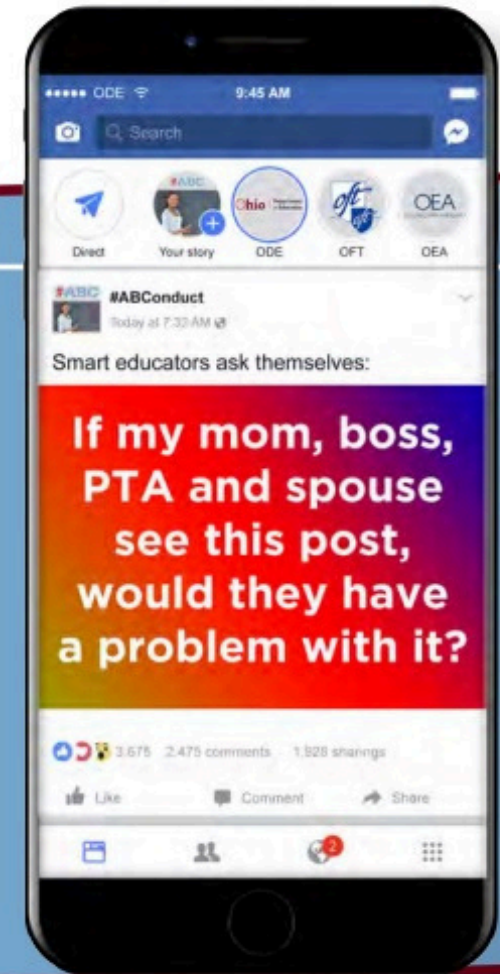
Tip 1: Remember, the *Licensure Code of Professional Conduct for Ohio Educators* applies all day, every day, even to your personal social media accounts. If someone would have a problem with your planned post, it could mean a problem for you.

Tip 2: Privacy settings don't guarantee privacy, but using maximum settings may lower your risk. If you use social media platforms such as Facebook or Twitter, have two accounts for each:

Personal account – Post content only for friends and family, and use maximum privacy settings that block your posts from students, parents and the school community. Keep in mind that someone still could print, copy or take a screenshot of your post.

Professional account – Post content only for students, parents, administrators and the school community. No party pictures or pet stories here.

Tip 3: Remember, if a comment or photo is inappropriate in the school or classroom, it's inappropriate on social media.



TODAY'S SMART EDUCATORS...

Recognize every electronic communication is a record If you wouldn't want your school, family or community to know about it, should you really post it?

Monitor their online presence Photos from your 2011 college spring break or last week's party may embarrass you today. If a friend tagged you yesterday in a compromising photo, remove the tag and ask your friend to take down the photo.

Keep their profiles PG rated Don't post content showing alcohol, drugs, questionable behavior or associations with controversial groups.

Crank their privacy settings high Never friend, follow or add students, parents and professional contacts on your personal accounts. Consider making a rule that students can't ask to follow, friend or add you.

Know there is no such thing as truly "private" Even on personal accounts with high privacy settings, people can print, copy or take a screenshot of your post.

Never vent their frustrations online Avoid airing gripes about your job, colleagues or students. Never share protected, identifiable information like student grades, health conditions or full names.

Understand their districts' social media policies Ohio's teacher unions, educator associations and the Ohio Department of Education's Office of Professional Conduct also offer tips on best social media policies.

Ohio Department of Education



Branding

Riverside uses two main logos: The Beaver Logo and the Educating Excellence Logo.

Never change the colors of these logos.



The 'Gold' color is not outright gold (or yellow!): It is PMS 109 (or #fdda01 hex color code *or* 254 red, 209 green and 0 blue) in the Beaver logo and PMS 124 in the cupula.

In almost all instances, we use PMS 109.



Universal E-Mail Signature

- We want all Riverside employees using the same branded universal E-mail signature
- This should include your name, your title, building or department, office phone number if you have one, our website, and if you have a classroom/department/building social media page, feel free to link it - or you can link the District pages.



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Director of Marketing & Communications

Riverside Local Schools

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www.riversidelocalschools.com

Follow us on [Twitter](#) & [Facebook](#) & [YouTube](#)

#WeAreRiverside

One Community, Pursuing Greatness, and Getting Better Every Day



Taglines

#WeAreRiverside

One Community
Pursuing Greatness
And Getting Better Every Day



Crisis Communications

- Generally, Crisis Communications go through Central Office
- If dealing with a crisis, **Please do not** send anything out to parents or families without going through Central Office first
- Examples of Crisis Communications would include - but not limited to:
 - Threats against the school or individuals
 - A student bringing a weapon to school
 - Staff or students engaging in misconduct or illegal activity
 - A death of a student/staff member
 - Anything that can potentially be deemed controversial - lean on the side of caution & contact Central Office first



News Media

- We receive a lot of media coverage from The News-Herald and occasionally Channel 3, 5, 8 and 19
- All media inquiries should be directed toward the Communication's Director or Superintendent
- From there, we will determine who should be interviewed or act as the story's spokesperson
- If a news reporter ever shows up to your school building unannounced (extremely rare situation), contact Central Office immediately



Want more general information about the District?

Click [HERE](#)



Questions?

Contact Nick Carrabine

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