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# ONcall

ready-to-use NEWS

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### Five video ideas for your school social media accounts

Face-to-face communication is difficult right now. Fortunately, there is a popular tool to connect us. Schools have been using social media to reach parents, students, staff and community members for a long time. Video should be a regular part of social media engagement. Video is an effective way to bring people together. Read about recommended video formats and see examples from schools.

### Plan now for fall

The back-to-school season is always important in setting the tone for the new school year. That's especially true after such an abrupt end to the current school year. Despite the high-level of uncertainty about what school might look like in September, the ritual of the start of school will be important. Here are some tips to help plan now for fall programs.

### Surveys, Part 1

#### What do they think? Why and how to listen to your community

Two-way communication builds trust, which is essential for building support for new programs and bond elections. There are many tools for reaching people, but there must be an opportunity for input if engagement is your goal. Read about survey options that can help you open the door to two-way communication with your community.

### Surveys, Part 2

#### What to say to your community: Deliver the messages that gain the most support

Understanding why you need to survey your community is step one. Step two is understanding the different survey tools and how to use the results from each one. The key is to know your goals. What do you want to learn and who do you need to include in your survey group?

### Here's to You!

Fatigue can affect our health, and lead to burnout. Many people are feeling fatigue related to quarantine, news, work and more. Read tips for minimizing fatigue-related stress.

### INSIGHTS FOR PARENTS: Dealing with COVID stress

The stress of the pandemic is impacting families. Worry about illness, lost jobs and stay-in-place orders is resulting in household stress. Combined with the stress that children and teens are feeling due to social distancing from their friends and the loss of school routines and activities, there is a need for stress management tools to create a new normal. Read tips for helping kids cope with the stress of the pandemic.

For subscription information, contact WSSDA at (800) 562-8927 or (360) 493-9231.

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