

e-COMMUNICATIONS SERVICES



What's New?

Districts asked. We answered. Introducing our e-Communications Support Service, which provides schools with remote and on-site communications expertise. The new service aims to help district administrators deliver transparent, timely, and accurate information to community stakeholders through a multitude of digital outlets. From website and mobile app management, to e-news production and social media leadership, this service can be customized to support the unique needs of a district.

2014-2015

We Help Districts Increase Community Engagement

WEBSITE DESIGN & DEVELOPMENT

Websites are a reflection of a school district's culture and the go-to resource for community stakeholders. Our **Website Design** service provides districts with a customized, user-friendly, and modern website driven by dynamic data.



Individual pages for teachers, departments, offices or any other group within the district are easily created and

maintained by the district. Additionally, our website design team is available for **hands-on training**, as well as **phone and email support**.

All CNYRIC-designed websites include access to **EdEmailer**, a paperless e-newsletter and e-flyer system.

TAP INTO MOBILE APPS

With parents and community members increasingly on the go, it is important that districts provide information in a format that works well on the latest mobile devices. The CNYRIC collaborates with **SchoolMessenger** and **ParentLink** to create custom **mobile apps** for districts. The apps are free for community members to download for Apple iOS and Android devices.



GROW AWARENESS WITH E-NEWS

Strengthen community relations and increase awareness through the production and distribution of district e-news. We'll work with district personnel to build a framework for sustainable content creation and help implement best practices to ensure success.

e-Communications

SOCIAL MEDIA IN SCHOOL DISTRICTS

Knowing where to start in the **social media** realm can be overwhelming. Our social media support provides school leaders with the tools to build a successful online district presence. The CNYRIC will guide school leaders toward easily and safely engaging with their school community. If used wisely and regularly, social media has great potential for parents, students, teachers, and administrators.



Social Media for Schools: Tips for Success

1. Create a district hashtag (e.g., #bluedevils, #asdpride) to brand school, tell stories, and increase engagement
2. Take an incremental approach
3. Develop social media guidelines
4. Tap into the community
5. Monitor, listen, and share



follow #cnyric

EMERGENCY COMMUNICATION

Quickly communicate important information with parents via **SchoolMessenger Complete**, a parent-notification service for voice, text, email and social media messages. The service offers fast calling speeds with no restriction on call length. Messages can be sent to home, work, mobile devices, email and SMS text messages.



SCHOOLMESSENGER®

Contact Us | e-Communications

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Service Spotlight

"We are getting many compliments on the new school website and many are writing directly to Mr. Hubbard our superintendent so thank you!" -Nicole Rice, technology coordinator at Cincinnatus Central School



#littleRIC Tip: Create and use district hashtags in conjunction with social media posts about school accomplishments, events, and more.