

e-COMMUNICATIONS SERVICES



What's New?

Improve school-to-home communication efforts with the assistance of the CNYRIC's e-Communications Support Service. Participating districts receive remote and on-site communications expertise ranging from website, mobile app, and digital signage management, to e-news production, social media leadership, and more. The service aims to support districts' missions by delivering transparent, timely, and accurate information to community stakeholders. Go to www.cnyric.org/e-communications for more information.

2015-2016

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 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

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.



DISPLAY SCHOOL NEWS WITH DIGITAL SIGNAGE

Our **Digital Signage** service supports mounted, digital displays that showcase school district events, news, social media, and more. The platform is 100 percent cloud-based and requires no district server equipment. Display presentations are created by the CNYRIC, and content is uploaded dynamically from a variety of sources.

Social Media for Schools: Tips for Success

1. Create a district hashtag (e.g., #bluedevels, #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



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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Digital Signage Spotlight

We post our morning announcements, athletics information, and photo slideshows on our digital signage. Students enjoy seeing their pictures and the staff like that the information is easy to update so that it remains current and meaningful. Parents and visitors also like seeing what's happening in our school when they walk into our building.

- Andrew Dutcher, Middle/High School Librarian
Dryden Central School District