

KEY TAKEAWAYS FROM MSPRA 2022

Best Practices for School Communication

CRISIS COMMUNICATION

A major theme at the conference this year. The best recommendation? Make sure you inform staff of a potential crisis situation **FIRST** before talking to parents/community.



COMMUNICATION ORDER



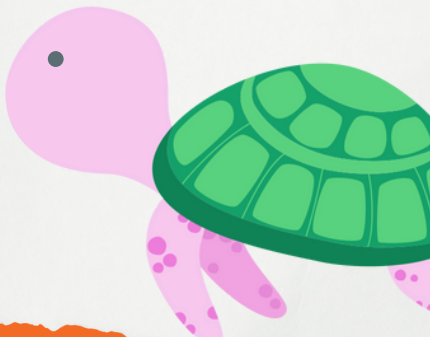
1. Executive/Cabinet
2. Administration – Principals
3. Secretaries
4. Staff / Teachers

By cascading crisis communication to these groups in this order, you'll be able to find the areas of the message that need clarification.

Slow it Down

Give yourself time to focus on the message you share.

Ensure you have accurate attribution for all statements.



Focus on the Local Media

Start with local media as a way to get your story out.

They are always looking for good stories and will be around long after the national news has left.



Share positive district news

Early and Often! Make sure your staff feels empowered and encouraged to contribute their own stories.



Ask yourself:
"Who are we not talking to?"
 and find a way to connect to that audience

14,560

the number of stories published by Foxbright clients in 2021!