



MEDIA PLAN FOR SCHOOLS AND DISTRICTS

Congratulations on your decision to streamline and enhance communication with your school community. Thank you for choosing Remind!

This media plan is based on successful outreach from our other district and school partners and includes:

- Sample social media posts
- A press release template

Benefits to you

Your organization is taking communication and collaboration to the next level, and that's a big deal. In this unusual school year, many people are concerned about student success and how to maximize learning when the usual methods are simply not available. You're taking steps to keep your community engaged and informed and giving teachers an effective way to develop a strong relationship with their students. Let people know what you're doing!

BEST PRACTICES FOR MEDIA AND COMMUNITY OUTREACH

- Send a press release to your local media about your enhanced communication efforts and how you're taking specific actions to ensure student success.
- Post to your social media channels. This is a great way to reach parents.
- Share success stories and testimonials with Remind to help us reach more students!

SHARE YOUR STORIES WITH REMIND

In addition to your own communications efforts, the team at Remind would also love to share your story through:

- **Social media:** Tell us why you chose Remind, how you're using Remind, and if you've got a particular teacher using Remind with great success. We'd love to showcase your good work!
- **Webinars:** If you're using Remind in a unique way, trying to solve a specific problem, or have an interesting case study, consider partnering with us on a webinar to help other schools/districts in our community.
- **Media:** Remind often has stories in the media, and it's always nice to include quotes from real people using our platform.

If you're willing to share your stories with us, please complete [our short customer testimonial form](#).



SAMPLE COMMUNICATIONS FOR YOU TO USE

Sample social media posts

Social media a great opportunity to talk about your proactive efforts to improve student success. It's also a good opportunity to reach parents and make sure they're using Remind!

Here are a few ideas to get you started, but please feel free to say anything you like.

1. *We are pleased to be using @RemindHQ to enhance communications across **School/District**. Remind, the leading communication platform in education, helps educators reach students and parents where they are. With easy-to-use features that will allow us to activate engagement across our school community, by using Remind, we can connect the people and resources that help give every student the opportunity to succeed.*
2. ***School/District** will be using @RemindHQ to make communication with parents more streamlined. This is a communication tool that helps us engage with students and parents. **Include instructions for joining Remind, if you'd like!***
3. *Good communication among teachers, students, and parents is more important than ever. We're excited to be making two-way communications easier than ever by using @RemindHQ.*
4. *Handwritten notes were never the best at making it to their destination! That's why **School/District** will be using @RemindHQ. We're reaching students and parents where they already are—their phones.*
5. *We are pleased to announce that **School/District** will be using @RemindHQ to reach, engage, and share resources with families throughout our school community. Learn more at Remind.com*
6. *We will be using @RemindHQ to create a direct line between the people who matter most to student success.*
7. ***If you have a teacher who's already been using Remind with success, consider a quote from them for a specific example of the benefits of robust communication within the classroom!***



Sample press release

If you have a communications team, they'll know what to do with this template! If not, you can simply fill the blanks, change anything you like, and e-mail the release to your local newspapers, radio, or TV stations. This is just an example to get you started. Please feel free to customize!

You're also welcome to contact Remind's communications team for help. Email Jamie Fox at jamiefox@remind101.com.

CONTACT:

Add your contact information here

FOR IMMEDIATE RELEASE

Communication will be key for student success at **School/District** this year

With an unusual school year ahead, **School/District** is investing in communication with students and families by partnering with Remind. Remind is a communication platform that lets educators, students, and parents communicate with the same devices they already use—their phones. Since day one, Remind has worked with educators to simplify communication and connect the people who matter most to student success.

Quote from an administrator. EXAMPLE: "Making sure students and parents stay engaged is more critical than ever. We know that relationships are key for student success. By using Remind, we are not only keeping everyone informed about major announcements, but we are also creating a safe place for students to ask questions and for teachers to make sure their students are succeeding."

By adopting a consistent platform across the district, **School/District** aims to simplify things for families. Not only can administrators send broad announcements and updates, but individual classrooms can also use Remind to communicate about activities, assignments, and progress. The Remind platform gives teachers an additional way to ensure students are learning even when they are not face-to-face.

Quote from a teacher. EXAMPLE: "I use Remind to keep parents informed about how their students are doing. I also send encouraging messages and reminders to my students. It helps me make sure students are understanding the material and keeping up with assignments."

The upcoming school year will look different, but effective communication is always important to student success.

About Remind: [Remind](http://www.remind.com), the leading communication platform in education, helps educators reach students and parents where they are. With easy-to-use features that allow schools, districts, and other educational organizations to activate engagement across their communities, Remind connects the people and resources that help give every student the opportunity to succeed. Founded in 2011, Remind is backed by GSV Acceleration, Kleiner Perkins, Owl Ventures, and Social Capital. For more information, visit www.remind.com.