

SchoolMessenger Communication Guidelines

- SchoolMessenger is a tool for teachers to share classroom communication. MVCTC district common events will be sent through the Public Relations Coordinator.
- Contact your department supervisor regarding communication for CTSO or off campus travel events.
- All text messages will be delivered between the hours of 4:00 pm – 8:00 pm.

Guidelines for Text Messages:

1. **Use sparingly**
 - Teachers should send:
 1. To parents, no more than 2 messages per class, per week
 2. To students, no more than 1 message per day
 - Families will quickly unsubscribe if they receive texts that do not include critical information – if it's not urgent or time sensitive, send an email instead.
 - Messages should also be posted to Blackboard in case students opt out of SchoolMessenger.
2. **Keep it short**
 - Never use more than 160 characters. **Some families may have to pay for receiving text messages.**
 - Sending more than one text for the same event/activity is excessive.
3. **Content**
 - Messaging is for reminders of assignments, quizzes, and tests (please do not send concerns or “pep-talks” via SchoolMessenger).
4. **Never let SchoolMessenger write the text for you**
 - Always select the message option “General - Phone, Email & Text” when sending a text message, and write it out yourself. Text messages generated by SchoolMessenger from your email or phone message come out jumbled and nonsensical.
 - Create text messages separately from emails or phone calls.
5. **Abbreviations**
 - To keep your message short, it is okay to use abbreviations. However, be aware that not everyone in your target audience may know your chosen abbreviation. Make sure you are using common abbreviations only and don't change them from text to text (i.e. always use “info” for “information” and don't start using “inf” or “infor” instead).
6. **Samples of effective text messages sent by teachers:**
 - “Chemistry test Friday, Aug. 19 over chapters 1-3”
 - “Field trip forms are due Friday.”
 - “Remember to wear professional dress on Tuesday for the BPA meeting.”
7. **Samples of effective text messages sent by Public Relations Coordinator that teachers do not need to send:**
 - “Reminder: NO SCHOOL Thursday or Friday this week”
 - “MVCTC Prom this Saturday, Aug. 20, 2016, 8PM-11 PM”

Guidelines for Emails:

1. **This should be your most common method of communication**
 - Parents like to receive frequent updates from their school but don't like them to be intrusive, making email the perfect option. Use this method for important as well as general information.
2. **Write your message out**
 - Subject line should read “MVCTC - _____”
 - Begin with the important information (who, what, when, where, and why) and get right to the point.
 - Good messages always contain your name, your school, and your position at the school.
 - Important to check spelling and grammar. Have someone else review the message before sending.
3. **Repeat important information**
 - Such as the date, time, and location of events, or emphasize only a few phrases in **bold** or in *italics*.
4. **Be professional**
 - Emails are a public record and always be mindful of being professional in communications. It is important to think about how the email is perceived by the person or people to whom you are sending it.
 - **Get to the Point** - Be concise.