

Galileo Institute 2017

Communications 101

A guide to communicating as
an educational leader

Who is your intended audience?

Be specific and use the appropriate medium to reach them.

Tell the truth and keep it simple.

Stay away from opinions (and local politics!).

Respond even when you can't.

Share policies and procedures, but avoid words like “investigate.”

Remember your support systems.

Does your District or ISD have a communications professional?

If not, consider reaching out to MSPRA at www.mspra.org.

Keep your supervisor in the loop.

No one likes to be surprised...

Let your community advocates speak for you.

Utilize social media and create an army of supporters.

Contact us!

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