

Emerging	Established	Exemplary
<p><b>Effectively Engaging Target Audiences Through Social Media</b></p> <p>One or two social media channels (such as Facebook, Twitter, YouTube/SchoolTube) used with little monitoring</p> <p>Social media use limited primarily to announcements such as weather-related events and school/district events</p> <p>Multiple people in district have posting rights on different social media channels but little coordination is evident; posting guidelines non-existent or unclear</p> <p>Two-way conversations limited; negative conversations not addressed in a timely manner</p> <p>Lack of board policies regarding social media usage</p> <p>No tracking of analytics of postings by channel</p>	<p>Multiple social media channels used strategically for different audiences; monitored regularly</p> <p>Social media use includes broader scope of content beyond announcements such as student/staff recognition, professional development, student enrichment activities and promotion of programs</p> <p>Strategies in place to drive traffic to district website or other web-based information source</p> <p>Some coordination exists among people in district with posting rights; posting guidelines easily accessible</p> <p>Growth in two-way conversation on social media channels evident; negative conversations addressed promptly</p> <p>Board policies in place regarding social media usage for staff and students</p> <p>Analytics by platform tracked and shared regularly with leadership team</p>	<p>Usage, monitoring and strategies for social media channels incorporated within overall communications plan; coordinated by the school communications department</p> <p>Selection and usage of social media based on researched audience preferences and profiles, in accordance with RACE</p> <p>Social media use spans full range of district communications; audiences encouraged to interact with the district via social media</p> <p>Clear, ongoing proactive coordination exists among people in district with posting rights; team meets regularly</p> <p>Board policies regarding social media shared with students, parents, staff and public via multiple mechanisms (website, social media channels, student handbooks, employee manuals)</p> <p>Regular updates for students, staff and parents on best practices and staying safe while using social media channels</p> <p>Goals established for attaining views or interaction aligned with district communications plan; leadership team tracks results and adjusts strategies accordingly</p>
<p><b>Effective Crisis Communication Plans and Procedures</b></p> <p>Written crisis communications plan non-existent or in early stages of development</p> <p>Little or no alignment of crisis communications with emergency response procedures</p> <p>Communications during crisis implemented on a case-by-case basis; inconsistencies and gaps exist from event to event and across buildings/departments</p>	<p>Written crisis communication plan developed and includes varied series of approaches to reach target audiences, i.e., official spokesperson designation and schedule of public notifications and updates, telephone and electronic messaging, website updates, news media coordination, etc.</p> <p>Plan aligns with emergency response procedures</p> <p>Periodic training in crisis communications for school leaders and communications staff</p> <p>Plan periodically reviewed for improvement, typically in response to mandated updates</p>	<p>Comprehensive written crisis communications plan aligns with emergency response plan; revised and tested regularly, especially in the wake of school tragedies</p> <p>Regularly seeks police and city input for joint review and development of crisis communications plan</p> <p>Systematically benchmarks against other school/agency crisis communications efforts to identify best practices and incorporates into written plan</p> <p>Maintains an up-to-date emergency contact sheet and strong relationships with emergency departments' point of contacts</p>