

SIEC

School Policies Help Sail the Social Media Wave & Strategic Communications Planning

Trust and credibility in our schools are built by ongoing communications. In today's challenging times, communicating with our parents and our communities is more important than ever. INSPRA can help your district make sense of the strategies and tactics necessary to communicate effectively. Our day will cover the following:

School Policies to Help Sail the Social Media Wave

Have that Social Media Policy in place yet for your staff? Are you thinking about it, but just don't know where to begin? Let INSPRA get you started with the help of seasoned school professionals and a legal expert.

Strategic Communications Planning for School Districts

Accountability in school PR means having a solid, written communication plan to guide, assess, and defend your communication investments. But what should go into a plan? How should you write it? And how do you even find time to plan? This session covers the basics of school PR and communication planning.

You'll walk away from both programs with materials to get you started without reinventing the wheel.

DATE:	Friday, February 24th, 2012
LOCATION:	Huntingburg Event Center
TIME:	9:30 -3:00 EST
COST:	\$85 Members (includes lunch) \$125 Non-members

PRESENTERS:

Joining us in person:

Donna Petraits—INSPRA president, and Communications Coordinator for Brownsburg Community Schools.

Marianna Richards—Director of School and Community Relations, Hamilton Southeastern Schools

Joining us via technology:

Krista Stockman—Public Information Officer for Fort Wayne Community Schools

Seamus Boyce—Associate with Church, Church, Hittle & Antrim, Noblesville, IN

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