



# STRATEGY AND GUIDELINES FOR COMMUNICATION



COMMUNITY CONSOLIDATED  
SCHOOL DISTRICT 59

2123 S. Arlington Heights Road  
Arlington Heights, IL 60005

P: (847) 593-4300  
[CCSD59.ORG](http://CCSD59.ORG)



# STRATEGY AND GUIDELINES FOR COMMUNICATION

The mission of the communications department at CCSD59 is to create and maintain open, two-way communications both internally and externally to foster collaboration, trust, and understanding in an effort to move all stakeholders to advocacy of student success.

Learn more on the district website.

**[CCSD59.ORG/COMMUNICATIONS](https://www.cc59.org/communications)**



# DISTRICT LEVEL COMMUNICATIONS GUIDELINES

Through a combination of staff supports, the website, social media, visual media, email newsletters, School Messenger, and printed documents, Community Consolidated School District 59 strives to keep the entire community up to date with relevant, timely, and high quality communications.

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## School and Staff Supports

First and foremost, the communications department will provide guidelines and support for communications. By meeting regularly and providing photo and graphics libraries and pre-made templates, it is the department's goal to make communications seamless and simple for all staff members and schools.

## District Website

The CCSD59 website is the central hub and primary source for information about the district and is the authority on its mission. Parents, guardians, employees, and community members should have confidence if important and up-to-date information is needed, it will be found on the district's website.

## Calendar

*Frequency: As needed*

The district utilizes Google Calendars for event management. These calendars are displayed on the district website and are easily accessible and shared with the community. Every effort is made to continuously keep the calendar up-to-date and accurate.

## News

*Frequency: Three to four per month*

News and celebrations are shared on the district website through the news feed. News items are a celebration of students, staff, or an event that has occurred. High quality pictures or graphics accompany every news story. The news feed is also utilized to announce important events or to educate the community about important district information.

## Email Newsletter

*Frequency: Weekly and as needed*

The district uses email newsletters to help communicate information. The highest priority announcements are sent through newsletters on an as-needed basis. After each board meeting, parents, staff, and community members are updated on that meeting's discussion topics. On a weekly basis, staff receive an email newsletter that consolidates all important staff updates into one piece of communication.

## **Facebook**

*Frequency: Two to three per week*

A district survey has shown that Facebook continues to be an important platform for parents and guardians to receive information about the district. The district's goal is to post 2-3 items to Facebook each week on different days. These may include important announcements, news stories, and other similar items.

## **Twitter**

*Frequency: Daily*

Twitter has become another valuable resource for parents, guardians, and staff to stay current with the district. The district strives to have activity on Twitter every day of the week and at various times. Ideally, one original tweet should be generated daily with a few re-tweets of district and staff posts.

## **Instagram**

*Frequency: Weekly*

While schools are welcome to use Instagram, it isn't a requirement. The district chooses to use Instagram as another method to visually share its success and the students and staff. Photos are posted to Instagram in support of news stories after each article is posted to the website.

## **Vimeo and YouTube**

*Frequency: Monthly and as needed*

Videos play an important role in the district's communication strategy. Each month a "59 in :59" video is created that highlights a staff member in CCSD59. Throughout the school year, other videos are created to celebrate events, explain programs, or simply share an amazing story from CCSD59.

## **School Messenger**

*Frequency: As needed*

School Messenger is used to share the highest priority announcements and emergency messages. There is no set frequency as this is used when needed. These communications are through phone, email, and text messages.

## **Printed Materials**

*Frequency: Biannual and as needed*

At times, printed materials are still a necessity and can be used to announce an upcoming event or send important information home to parents and guardians. There is no set frequency and this is used when needed. The district creates a magazine that is mailed to every resident within the boundaries of CCSD59 on a biannual basis.

# SCHOOL LEVEL COMMUNICATIONS GUIDELINES

Through each school's website, social media, email newsletter, School Messenger, and printed documents, schools play the most important role for educating parents and guardians about Community Consolidated School District 59. The district's communications department will continue to support the needs that arise and offers this basic framework for what communications methods to use with frequency guidelines.

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## School Website

The school website is the central hub and primary location for information about each school. Parents, guardians, employees, and community members should have confidence if important and up-to-date information is needed, it will be found on the school's website.

## Calendar

*Frequency: As needed*

Each school utilizes Google Calendars for events. These calendars are displayed on the school website and are easily accessible and shared with parents, guardians, staff members, and the community. Every effort should be made to continuously keep the calendar up to date and accurate.

## News

*Frequency: One per month*

News and celebrations should be shared to the school website. Schools are encouraged to share, at a minimum, one story directly to their website each month. This news item should be a celebration of a student, staff, or an event that has recently occurred. When possible, pictures should accompany news stories.

## Email Newsletter

*Frequency: One per month*

Each school will send out, at a minimum, one monthly email update to parents, guardians, and staff. This email newsletter will inform the recipients of important upcoming events, the most current school news, and the latest district level news. Each issue will include an introduction from the school principal. Additionally, it can include special announcements and an update from the school's PTO.

## Facebook

*Frequency: Two to three per week*

A district survey indicates that Facebook continues to be an important platform for parents and guardians to receive school information. It is suggested that each school posts 2-3 items to Facebook each week on different days. These posts may include important announcements, news stories, and other similar items.

## **Twitter**

*Frequency: Daily*

Twitter has become another valuable resource for parents, guardians, and staff to stay current with each school. Schools should strive to have activity on Twitter every day of the week and at various times. Ideally, one original tweet would be generated daily with a few re-tweets of district and staff posts.

## **School Messenger**

*Frequency: As needed*

School Messenger is used to share the highest priority announcements and emergency messages. There is no set frequency as this is used when needed. These communications are through phone, email, and text messages.

## **Printed Materials**

*Frequency: As needed*

At times, printed flyers are still a necessity and can be used to announce an upcoming event or send important information home to parents and guardians. There is no set frequency as this is used on an as-needed basis.

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