

Messaging | The Guide

Most Urgent

SMS

All parents receive a text message directly. Reserve for your most urgent communications.

Urgent Email

Featuring an attention-grabbing subject line such as "Action Required" or "Important".

App Notifications

Send a quick message direct to a parent's lock screen. Remember only parents with the app will receive this.

Daily Email

If you send emails every day, parents will switch off from these as they believe they are less important. Aim to utilise another method.

Weekly Newsletter Email

Weekly emails tend to be long. Parents will read, but most will skim through. Use informative and snappy headlines to catch their attention.

Least Urgent

Fire Alarm Analogy

The first time the fire alarm goes off, it gets attention, 'It's a fire alarm! Is everyone safe?'. The second time, doubt begins to creep in, 'It's still a fire alarm, but it's the second time this morning!'. By the third and fourth time the alarm becomes potentially irritating.

Each false alarm decreases effectiveness and urgency. It's important to not waste your 'fire alarm' messages.

Use less text characters by directing parents to **Forms** or **Emails**.

Encourage parents to download the app via the Apple **App Store** or **Google Play**.

Add links to information on the school website within the email to encourage viewing later.



Helpful Tip

Print out and use this guide as a reference in your staffroom or school office space.