

RMS PTSA Communications



Mission Statement

The RMS PTSA Communications team supports the RMS PTSA's mission to support, engage, and advocate for our students, staff, and community. We are committed to providing clear and timely information important and appropriate to our community through all available channels.

Communications Priorities

In order to maintain our focus on the PTSA goals, communications will be attended to in the following order of urgency:

1. Anything time sensitive (especially regarding student safety)
2. News and information from the RMS principal
3. News and information from the RMS PTSA presidents
4. Items from RMS staff/teachers or RMS PTSA committees/groups
5. News and information from the community at large

In addition, any event promoted must be age appropriate, relevant, and (if not a RMS/RMS PTSA event) free to attend. The communications team reserve the right to edit items for length or move them to other channels.

PTSA-Maintained Communications Processes

Bear Tracks Weekly Newsletter

- **Bear Tracks items should be submitted to weekly@rmsptsa.org by Thursday, 5:00 PM for publication for the following Monday.** Items submitted after that may be considered for inclusion at the communication team's discretion.
- Subject line of the email should include: "Bear Tracks Submission"
- If an image needs to accompany the article, please attach .JPG or .PNG image less than 5MB to the submission email. If a document needs to be attached, please attach a PDF version of the document to the submission email. For links, include full <http://> website address.
- If the article needs repeating, please state how many weeks.
- A draft will be sent out on Friday for review. Submit final changes by no later than Sunday, 12:00pm noon.

PTSA Website (<http://www.rmsptsa.org>)

- **Website items/changes should be submitted to webmaster@rmsptsa.org one week prior to desired date of update.** There is flexibility with the deadline, but one week is needed for items that may need to be coordinated with other communication channels. If submission is urgent, please specify reason and date needed. The request will be completed at the communication team's discretion.
- If an image needs to accompany the article, please attach an .JPG or .PNG image to the submission email. If a document needs to be posted, please attach a PDF version of the document to the submission email. For links, include full <http://> website address.

Facebook/Twitter (<http://facebook.com/rmsptsa> and <https://twitter.com/rmsptsa>)

- **Facebook/Twitter items should be submitted to socialmedia@rmsptsa.org one week prior to desired posting date.** There is flexibility with the deadline, but one week is needed for items that may need to be coordinated with other communication channels. Please include if you would like the item on Facebook, Twitter, or both, as well as preferred date range. If submission is urgent, please specify reason and date needed. The request will be completed at the communication team's discretion.
- If an image needs to accompany the article, please attach an .JPG or .PNG image to the submission email. For links, include full <http://> website address.

School-Maintained Communication Processes

Daily Announcements

- Send announcement item to Scott Hagerman (shagerman@lwsd.org) before 6:00 AM desired day of announcement. Due to the short time available during mornings, please limit announcement to 1-3 lines.

PeachJar Flyer

- Guidelines and required form found at <http://www.lwsd.org/util-community/advertising-in-lwsd>
- For RMS only: send PDF flyer & submission form to Carol Underwood (cunderwood@lwsd.org)
- For multiple schools: Use PeachJar uploader or send flyer & form to Chris Robison (crobison@lwsd.org)