



A Guide to Sharing Information with Communication Services

Galen Eagle
COMMUNICATIONS OFFICER

Vision

Achieving Excellence in Catholic Education through
Learning, Leadership and Service



*Peterborough Victoria
Northumberland and Clarington
Catholic District School Board*



The PVNC Communication Services is constantly striving to find innovative ways to tell our story. In the past year we have made major steps towards adopting new forms of social media, which has offered us a new source of engagement between our school communities and gives us the ability to share our successes as they happen with a broader range of audiences.

But our most important communication asset is still the most simple one. Those good news stories that originate in our classrooms and schools remain our most effective means of showcasing the best Learning, Leading and Service taking place in our Catholic Schools.

We have many ways today to share and promote the good work occurring every day at PVNC, but we can't be effective unless there is a healthy flow of information from our school communities to Communication Services.

When it comes to communicating in 2016, a lot has changed in a short period of time. As we move away from some of the past ways of doing things, we thought it might be beneficial to offer this ***Guide to Sharing Information with Communication Services.***

By following some of the suggestions below, we will be able to tell a better story collectively and YOU can ensure your classroom or school success gets the attention it deserves.

What type of information does Communication Services want?

Communication Services is interested in any story that showcases student, school or staff achievement and/or reflects our vision of Learning, Leading and Serving.

The basic submission should include the following:

1. **High Resolution Photo(s) (Min. size of 800 KB-plus)**

All submissions should include at least one photo, and ideally several. Today's most effective communication tools rely on high-resolution photos. All modern smart phones and digital cameras take high-res pictures. It's important to send the raw (original) photo(s) directly in an email to Communication Services. If your photo is low-res (less than 800 KB), it restricts our ability to share it over multiple mediums effectively.

2. **Written submission**

We rely on the sender to give us the What, When, Where, How, and most importantly, the Why. Other questions to consider: Why did you undertake this initiative? What did the students get out of the experience? How does this initiative reflect the Board's strategic vision (Learning, Leading, Service) or the Catholic Graduate Expectations?

Ideal submissions will also include quote(s) from principals, teachers, and/or participating students.

Remember to write in plain language for the general public and avoid "edu-babble" and the use of acronyms.

What is the best way to send material?

The best way to send written material and photos is via email to Communications Officer Galen Eagle at geagle@pvnccdsb.on.ca. For larger batches of photos or videos, files can be shared through Google Drive.

If you have an upcoming event and would like Communication Services to consider attending, email or call Galen Eagle at (705) 748-4861 ext 245. Ideally, several weeks notice, if possible, should be given.

When should I share the information? (HINT, THE SOONER, THE BETTER)

We typically want schools to share information with us before, during or as-soon-as-possible after an event. If you send us information a week or more after something has occurred, we are limited in what we can do with it. We live in a world where information is instant and our communications strategies cannot be successful if we are posting information that is out-of-date.

That's why the best way to share information with Communication Services is **BEFORE** (ideally two weeks or more) an event at your school takes place. That way we can assess the information and use the most effective means to share it.

How will the information be used?

It depends on the content.

There are many communication tools we can use from the big to the small, everything from posting to the Board website, to sharing via social media channels, to writing press releases, creating Facebook ads, shooting videos, bringing in media partners and including the information in the Board's monthly newsletter.

We will assess information as it comes in and identify the best way to share it. (Remember, if you send us information well after an event, most of the tools above are inapplicable).

For upcoming events of great significance, there may be cause to send out a media invite or a formal press release. The Communications Officer may also wish to attend to promote the event.

Did you see my Tweet?

Communication Services does its best to track all the active PVNC Tweeters, however, it can't follow every Tweet, all of the time. The best way to ensure your Tweet is seen is to include @PVNCCDSB in the Tweet and/or use one of the Board's three main hashtags: **#PVNClearns**, **#PVNCleads**, **#PVNCserves**.

We pick the best Tweets of the month and send them out Board-wide and to the public in our monthly Storify highlights. Click here for an example:

<https://goo.gl/E03lle>.

Who is responsible for checking photo permissions?

Whenever you are posting or sending pictures or inviting media into the school, you must ensure that students in the photo have their photo permissions signed in their registration package (check with your school secretary).

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