

Communications

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Media

All calls or drop-ins by members of the media should be referred to the district office.

School personnel should not provide any information or answer any questions without speaking to the district office first.

Media are permitted any place where the general public is allowed. For example, they are allowed to be on the public sidewalk, but are not permitted on school grounds unless it is for a public event.

Please make District aware any time the media is near your school site.

Requests under the Freedom of Information Act should be directed to the district office.

Peachjar

Laveen schools utilize Peachjar's e-flyer system to distribute flyers, newsletters, and other student-centered information to parents.

School Usage

Select school personnel have access to the Peachjar portal for sending site-based information to their school population. Users also have access to a number of Word-based templates for creating professional flyers.

What information is sent?

E-mail blasts containing thumbnail flyers from your child's school, PTO, or non-profit student-centered activities will be sent to parents. Flyers are maintained on a dedicated webpage for later reference. Only information that is intended for the entire school community will be sent. You will never receive information specific to your child through this system.

How do parents sign up?

E-flyer blasts are automatically sent to the email addresses on file for each family. Peachjar will never share, sell, or disclose user email addresses. You may opt-out or change frequency of emails at any time. Parents may sign up for a free Peachjar account if they wish to use additional features such as combining multiple schools.

How does a community group submit a flyer to be shared with families?

Flyers must meet specific requirements to be approved for distribution. Organizations wishing to submit flyers must set up an account with Peachjar.

Contact: Kristen Landry 602-237-9100 ext. 3002

Web Resource:

<http://www.laveeneld.org/e-flyers>

Departments

-Communications

-E-Flyers

Peachjar E-Flyer System



Manual for School Site Users

The rules:

- School site users should only upload flyers and documents from the school or PTO.
- Users should never upload documents on behalf of an outside organization.
- Users have the ability to upload and send documents.
- Please be cognizant of over-blasting. Try to schedule blasts to only go out on Wednesdays. Exceptions may occur for urgent matters.
- Please continue to use SchoolMessenger for routine reminders.
- Email flyer blasts will be sent to all families at your school site. We are unable to target specific audiences.
- Flyers are automatically updated to the Peachjar webpage found on each school's website.

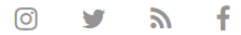
July 2017

Uploading a School Flyer



([My Account](#) | [Logout](#))

My School ▾ Help ▾



My Flyers

➔ [Send a Flyer](#)

➔ My Flyers

➔ Flyer Metrics

➔ Eflyer Templates

My Account

➔ Training Tools

➔ Notification Preferences

➔ My Account Information

➔ My Favorites

Flyer Upload Workflow Has Been Updated NEW

Just a friendly notification that we've simplified the flyer upload process for you. For verification purposes, you can now see a larger version of the PDF you've uploaded before you Submit the PDF. You can also now select from multiple calls to action. Peachjar recognizes that not all users are familiar with the new workflow, so we've added a link to click through to where people can find more information. Where possible, however, we recommend that you click through to where people can find more information. Where possible, however, we recommend that you click through to where people can find more information. Where possible, however, we recommend that you click through to where people can find more information.

New Features

New [Eflyer Templates](#) are available! These full color flyer templates will get your parents' attention and boost participation at school activities and events!

Messages

Please review Peachjar's [Guide to Eflyer Success](#) for tips to ensure your flyer reaches parents most effectively.

Increase exposure for your events by sharing eflyers through social media!

Watch this [video](#) to learn how to assign uploading privileges to your parent group representatives.

Your feedback is important to us! Please take a few minutes to complete our [survey](#).

1. Select "Send a Flyer"



([My Account](#) | [Logout](#))

My School ▾ Help ▾



My Cart

(1) Item

➔ View Cart

In Progress: Send a Flyer

➔ Cancel & Remove

My Flyers

➔ My Flyers

➔ Flyer Metrics

➔ Eflyer Templates

My Account

➔ Training Tools

Start Category Flyer Details Upload Flyer Cart

Send a Flyer

Peachjar encourages schools and parent groups to post and distribute school-related, internally created flyers. You are not authorized to post flyers created by community partners. See Peachjar's [Terms of Use](#) for more information.

Choose a Category ?

☒ School

☐ Parent Groups

Cancel / Remove from Cart

2. Is this coming from your school or PTO? Select one.

My Cart

(1) Item

➔ View Cart

In Progress: Send a Flyer

➔ Cancel & Remove

My Flyers

➔ My Flyers

➔ Flyer Metrics

➔ Eflyer Templates

My Account

➔ Training Tools

➔ Notification Preferences

➔ My Account Information

➔ My Favorites

Start Category **Flyer Details** Upload Flyer Cart

Send a Flyer

* denotes required field

* **Title:**

Category: School

Event Location:
This will appear on the school website where your flyer is posted.

Event Start Date:
This will assist with accessibility compliance (e.g. for those who are visually impaired)

* **Description:**
Please provide two to three sentences describing your event (e.g.: Wilson Basketball camp is a coed basketball camp for all ages K-12. All sessions are held in the gymnasium at Franklin High School and begin June 20th.). This will assist with accessibility compliance (e.g. for those who are visually impaired).

Maximum length 400 characters

3. Fill out the necessary fields.

Choose Schools

Country:

States / Provinces:

Districts:

Selected Schools:

Laveen Elementary District 1 school(s)
Cheatham Elementary School

Your assigned school should be automatically selected.

5. Do you want this to go out right now or schedule it for later? Flyers will be batched for one email depending on the timeframe.

Choose Duration & Start Date

Posting & Distribution Duration:

Posting Date:
☒ Immediately ☐ Specific Date [Learn more ?](#)

4. The flyer will go out once a month. Select how many months you would like this to go out.

6. Select Next Step

[Click button on your browser during the checkout process. Using the back button will cancel your flyer posting.](#)

Next Step >>

Cancel

My Cart

(1) Item

View Cart

In Progress: Send a Flyer

Cancel & Remove

Flyer Metrics

Eflyer Templates

My Account

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Notification Preferences

My Account Information

My Favorites

Start

Category

Flyer Details

Upload Flyer

Cart

Do not use the back button on your browser during the checkout process. Using the back button will cancel your flyer posting.

Upload Flyer & Select Calls to Action

- For optimal results, we recommend creating your flyer on an 8.5" x 11" document in portrait orientation.
- Your flyer must be uploaded in PDF format and cannot exceed 6 MB in file size.
- Once you click the Submit Order button, you may not alter the content of your digital flyer.

Upload Flyer

Choose File

Progress: No File Selected

Having a Call-To-Action makes it 4 times as likely that a parent will click on or engage with your Flyer. You have 2 options below. To add a Learn More button, please add a URL into the field below.

Learn More Button

Validate & Add

To add a second Call-To-Action button (recommended), please select from the options below.

Call-To-Action Button:

- Choose Button -

Continue >>

Cancel

Email Preview

August School Newsletter

Flyer

Learn More

Call-To-Action

8. Do you want to include a link?

7. Upload your file

9. Use this button if you want them to register, sign up, give, etc.

10. Select Continue



My School ▾ Help ▾

Web | 1-800-345-1234 | My Account | Logout)



My Cart

(1) Item

View Cart

My Flyers

Send a Flyer

My Flyers

Flyer Metrics

Eflyer Templates

My Account

Training Tools

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District Flyer Approval Guidelines

Once you upload your flyer and complete your order, your flyer will automatically be submitted to the appropriate school district office for approval. Once approved, your flyer will be posted on the Peachjar site at your selected school(s) and delivered to parents. You will be notified via email once action has been taken on your flyer.

All flyers must meet the posting guidelines of the controlling district. Please click the link below to review district flyer approval guidelines.

[Laveen Elementary District](#)

☐ I have read the flyer approval guidelines for the district(s) listed above and confirm that my flyer complies.

11. Acknowledge

Shopping Cart

Flyer - August School Newsletter

1 school(s) for 1 month: [hide schools](#)

Delete

[Laveen Elementary District](#)

Cheatham Elementary School -- post and distribute

0 Credit

Subtotal: 0 credit

Total

\$0.00 US

Add Another Flyer

Submit Order

12. Submit Order

My Flyers

- [Send a Flyer](#)
- [My Flyers](#)
- [Flyer Metrics](#)
- [Eflyer Templates](#)

Account Information

My Flyers

View your active flyers below.

Note: Flyer metrics show data from Sept. 8, 2016 through the present.



Want to create a flyer? Check out the templates here.

My Account

- [Training Tools](#)
- [Notification Preferences](#)
- [My Account Information](#)
- [My Favorites](#)

Title

You currently have no active flyers.

[My Account](#)

SchoolMessenger

Laveen schools use SchoolMessenger to send voice, text, and email messages to parents.

The system automatically pulls contact data from Synergy.

Text Messages

In order for parents to receive text messages, they must use a cell phone number as the primary number on file. Once the number is loaded, SchoolMessenger will automatically send a text once asking them to confirm their opt-in.

If you miss this text, text "YES" to 67587.

You may opt-out of receiving text messages any time, simply by texting "STOP" to 67587. This will only remove you from the text messaging service. You will continue to receive voice messages and emails as you did before.

Message and data rates may apply. SchoolMessenger is committed to protecting any personal information you provide. SchoolMessenger does not share, sell, or lease personal information about you to any third-parties for their marketing use.



Quick Start for New Users

West Corporation

100 Enterprise Way, Suite A-300
Scotts Valley, CA 95066
800-920-3897
www.schoolmessenger.com



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Sending Your First Broadcast is Minutes Away


If you're a new SchoolMessenger Communicate user, it's very important to configure a few basic account settings before you begin sending broadcasts. Performing the simple one-time setup below will make learning the system and sending broadcasts quick and easy. Just follow the step-by-step instructions below to configure your account preferences, create a test list and send your first call.


Bookmark Your Login Page

Once you've entered your Communicate web address, be sure to bookmark the login page on any computer that you'll regularly use to send notifications. We also encourage you to write down the address and carry it with you in your wallet or purse. Every customer's login page is unique, so you should not expect that you will remember your specific login URL in the event that you are away from your personal computer and need to access the system.

Sub-Header

Set Your Account Preferences

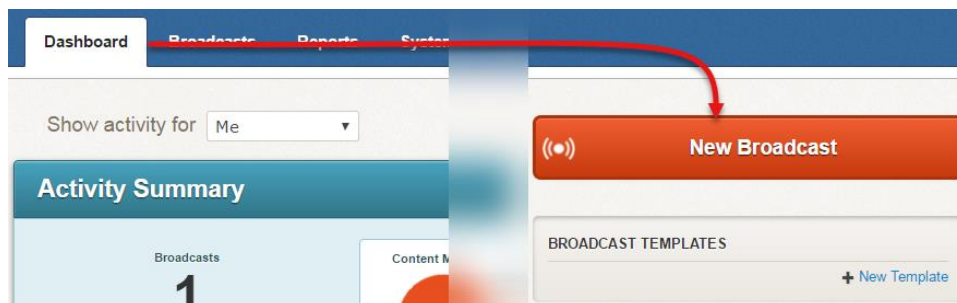
1. After logging in, click the blue **"Account"** link in the top right corner of the page.
2. Within the **"User Information"**, ensure that all of the details in the **"Account Information"** section are completed and accurate. If you are unsure what the information in a particular field is used for, just *hover your mouse over the name of a field* and a message with details will appear.
3. For the **"Phone"** field enter the phone number where you're most likely to be reached when recording a message. This will save you time later when you need to quickly record a message, but it can be easily changed as needed.
4. Click the  button at the bottom of the page to save your changes.

 **Note:** If your account was created by a data import, you may be unable to edit certain fields of your User Information.

Send Yourself a Test Call (Broadcast)

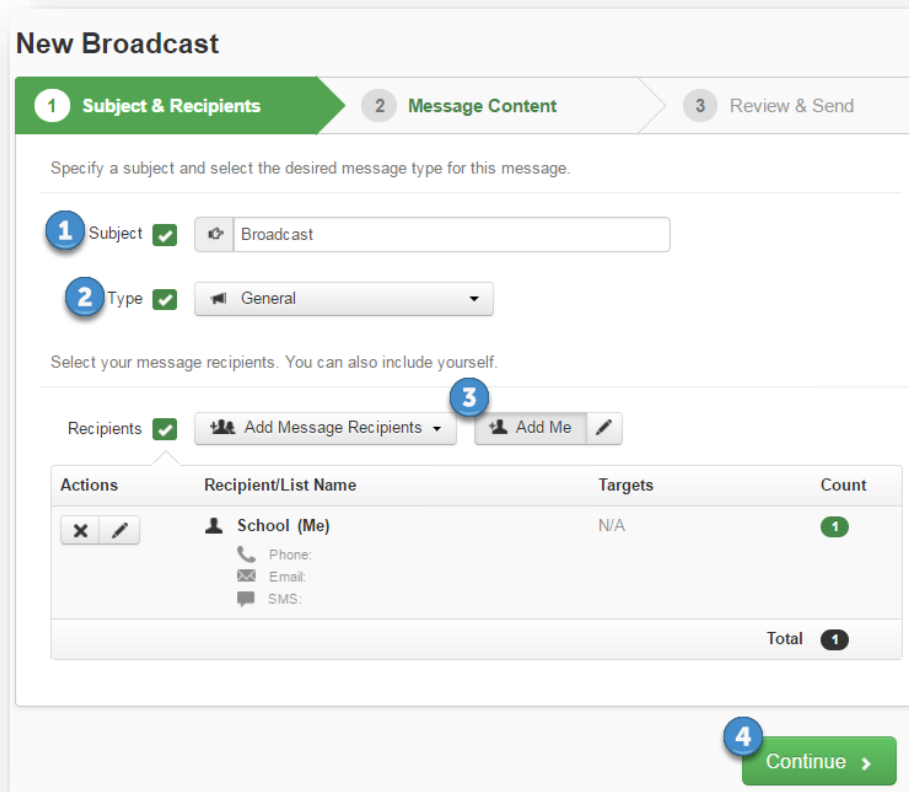
Log in to the system. The first page you see is called the **Dashboard** and you can send a Broadcast right from this screen.

Click the orange **"New Broadcast"** button to begin the 3-step process for creating a new broadcast – shown below.



Step 1: Subject & Recipients

1. Enter a *Subject* (e.g. My First Broadcast).
2. Select a *Type* (usually “General”).
3. Click “**Add Me**” and check your contact details (you may edit if needed).
4. Click the green “**Continue**” button in the lower right when you are sure your contact details are correct.



New Broadcast

1 Subject & Recipients 2 Message Content 3 Review & Send


Specify a subject and select the desired message type for this message.

1 Subject ☒

2 Type ☒

Select your message recipients. You can also include yourself.

Recipients ☒ 3

| Actions | Recipient/List Name | Targets | Count |
|--|---|---------|-------|
| <input type="button" value="X"/> <input type="button" value="Edit"/> |  School (Me) Phone: Email: SMS: | N/A | 1 |
| Total | | | 1 |

4

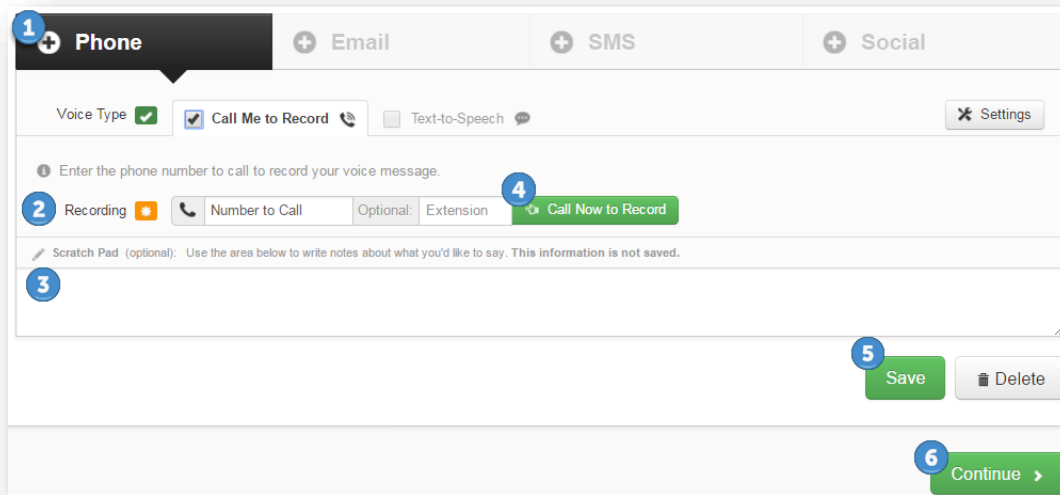
Step 2: Message Content

1. Click the “**Phone**” header/button.
2. In the “**Recording**” field, enter the 10-digit phone number from which you will record your voice message.
3. The “**Scratch Pad**” area below is simply a place where you can type out a script to read during your voice recording.
4. Click “**Call Now to Record**” and follow the prompts on the phone to record and save your message.

Important: As soon as you are done speaking, press any key to stop the recording. The message will automatically replay. You must press 1 to save your message. Hanging up the phone prior to pressing 1 will erase your message and you will have repeat step 2 to re-record it.

5. When you’re satisfied with your voice recording click “**Save**”. Note: You will have the option to click to listen to and/or replay your voice recording from this page.

- Click **"Continue"** on the lower right to move to Step 3. *Note: you may add an Email, SMS (Text) or other available message types to this test broadcast if you like, but those types are not covered in this guide.*



The screenshot shows the 'Phone' tab in the SchoolMessenger interface. It includes a 'Voice Type' section with 'Call Me to Record' checked and 'Text-to-Speech' unchecked. A 'Settings' button is in the top right. Below, a text input field is labeled 'Enter the phone number to call to record your voice message.' (Step 1). A 'Recording' section (Step 2) contains a 'Number to Call' field, an 'Optional: Extension' field, and a 'Call Now to Record' button (Step 4). A 'Scratch Pad (optional)' text area (Step 3) is below. At the bottom right, there are 'Save' (Step 5) and 'Delete' buttons, and a 'Continue' button with a right arrow (Step 6).

Step 3: Review & Send

Your Broadcast should contain the phone message you just recorded and 1 recipient. Click **"Send Now"** on the lower right to get your Communicate test broadcast underway.

Check your email

Now check your email, you should have also received an email with a link to the audio file you recorded. Email links are automatically created and are a great way to ensure that your message gets to your intended recipient even if someone else (like a student) happens to answer the call.

Review your Broadcast Report

Finally, you should have also received an email report summarizing your Broadcast. After each Broadcast, an email is sent with a report displaying the delivery results.

Still want more information?

For more detailed feature information see the *Getting Started Guide* and other guides found in the online help. In-product online help is found by clicking **"Help"** in the top right corner of any page of your Communicate account.

Questions?

If you have any questions regarding the above, please contact support.

SchoolMessenger Solutions Support

800-920-3897

support@schoolmessenger.com



Getting Started Guide

West Corporation

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www.schoolmessenger.com



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Before you Begin

The intent of this training guide is to equip new users with the primary skills required to quickly and confidently broadcast voice, text, email or social media messages to hundreds, thousands, or even tens of thousands of people. You will learn the basics of logging in, navigation, setting up and sending a broadcast, creating recipient lists, creating messages, viewing progress reports, your user account settings, as well as some great tips for making SchoolMessenger Communicate a big success for your school.


Once you are comfortable with the basic features of and the steps outlined in this guide, you can find more information in the more detailed guides, such as the *Advanced Training Guide*.


Bookmark Your Login Page

Before you log in and start familiarizing yourself with the system, please take a moment to bookmark the login page for your account on any computers you could potentially use to send notifications. You should also write down the web address and carry it with you. However, please do not write your password anywhere alongside your web address and/or login. Likewise, we strongly discourage allowing browsers to save your password on any computer or device that may, at any time, be accessible by anyone other than yourself.

- Enter the web address for your Communicate login page into any web browser.
- Add the login page to your bookmarks/favorites. Do this for any computer or device that you might use to send notifications.



 **Important:** Your account's web address is unique! It cannot be found from the SchoolMessenger.com homepage or through an internet search.

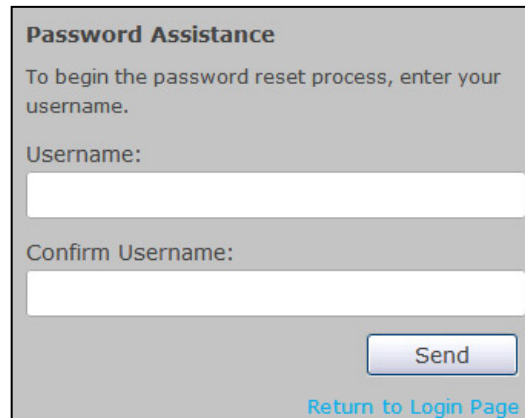
 **Note:** If you forget or do not know the web address of your login page, or forget your login or password, please contact your school's system administrator.

Setting your Password

If you have a username, but either have no password or have forgotten your password, follow the steps below to set your password and log in.

If you have already created and know your password, skip this section and move on to “Getting Started” below.

- Click the *Forgot My Password* link. You will be taken to the *Password Assistance* screen.
- Enter your username (as provided by your system administrator) in both the *Username* and *Confirm Username* fields.
- Click the *Send* button. The system will send an email to the address associated with your username.
- Check your email inbox for an email with the subject “Reset Password.”



The screenshot shows a web form titled "Password Assistance". Below the title is a instruction: "To begin the password reset process, enter your username." There are two input fields: "Username:" and "Confirm Username:". Below these fields is a "Send" button. At the bottom right of the form is a link that says "Return to Login Page".

- Click the link in the email and you will be directed to a web page where you can reset your password.
- Enter and confirm your new password. *For rules regarding passwords, please see [Appendix B: Managing your Account Settings](#).*
- Click the *Submit* button, and you will be logged into your account using the new password.

Getting Started

Now that you have bookmarked your login page and have logged in to the system, you are ready to take the first steps in learning Communicate.

A Quick Overview


Communicate is used to send mass notifications, also referred to as *broadcasts*. We refer to our notifications as broadcasts because of the massive number of destinations to which we can simultaneously deliver your message.

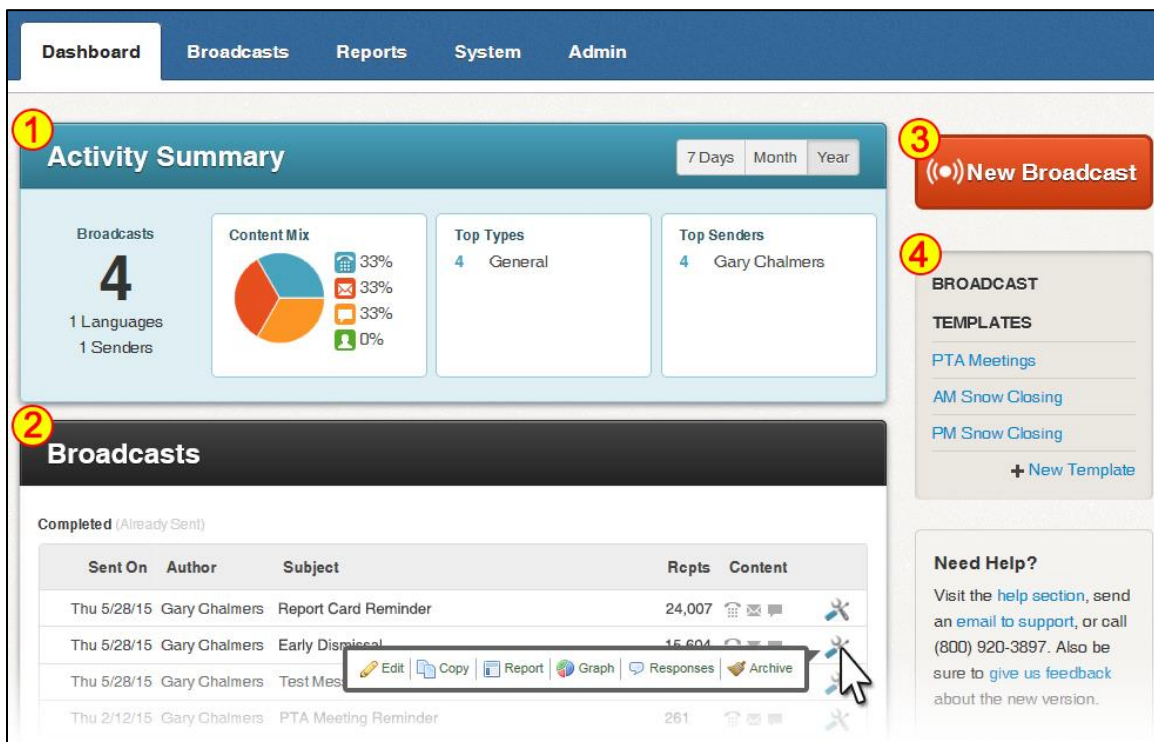
Available broadcast destinations include Phone, Email, SMS Text, Facebook, Twitter, RSS feeds and Push Notifications. It is just as fast and simple to send a message to a small group of people as it is to send one to hundreds, thousands or even tens of thousands of people. All Communicate needs is the appropriate contact data for what we refer to as your “recipients”.

Your recipients’ contact data comes from your database system / Student Information System (SIS) and will have been uploaded and configured for your account by our Implementations team during account setup. This data will also usually be set to receive automated updates on a regular basis, so that any changes to phone numbers, emails and contact preferences will be current on every broadcast in most situations.

The Dashboard

The *Dashboard* is the first screen you see when you log in to Communicate and gives a high-level view of the activity on your account, as well as the ability to send a new broadcast quickly. You will find the following tools and information on your Dashboard:


1. **Activity Summary:** This section gives you an overview of how frequently your account is being used and what it is being used for. You can see the total number of broadcasts sent from your account, the mix of voice, email, text message, and social media (such as Facebook or RSS feeds). You can also see the most common types of broadcasts and which users are sending the most. You are able to filter whether the summary shows the last seven days, the last month, or the last year worth of results.
2. **Broadcasts:** This section displays broadcasts that are currently in progress, and those that have recently been completed. If you move your pointer over the tool icon  next to a broadcast, a menu of common actions for broadcasts pops up including Edit, Copy, Report, Graph, Responses, Archive and Cancel, depending on whether the broadcast is in progress or complete.
3. **New Broadcast:** Clicking the red “New Broadcast” button takes you directly to the steps to begin creating a broadcast. It is the quickest way to get a broadcast configured and sent. We will be using this feature to send a message as part of this training guide.
4. **Broadcast Templates:** Broadcast Templates are pre-configured broadcast set-ups for messages that you might send frequently or wish to have instantly available for emergencies. These are covered in greater detail in the *Advanced Training Guide*.



The screenshot shows the SchoolMessenger Dashboard with the following components:

- 1 Activity Summary:** A section with a filter for "7 Days", "Month", or "Year". It displays:
 - Broadcasts:** 4 (1 Languages, 1 Senders)
 - Content Mix:** A pie chart showing 33% for each of three categories and 0% for a fourth.
 - Top Types:** 4 General
 - Top Senders:** 4 Gary Chalmers
- 2 Broadcasts:** A section showing a table of completed broadcasts. A tooltip menu is visible over the table, containing: Edit, Copy, Report, Graph, Responses, and Archive.
- 3 New Broadcast:** A prominent red button with a speech bubble icon.
- 4 BROADCAST TEMPLATES:** A section listing templates: PTA Meetings, AM Snow Closing, PM Snow Closing, and a "+ New Template" button.

At the bottom right, there is a "Need Help?" section with contact information for support.

 **Note:** The Dashboard will be referenced frequently throughout this guide. Whenever you need to return to it simply click the “Dashboard” tab near the top left of the screen.

Creating a New Broadcast

This will take you through a simple, step-by-step, guided process to get your message sent by using the “**New Broadcast**” button on your Dashboard. This guide will explain each step in detail and, by the end of this tutorial, you will have successfully sent a test broadcast to yourself, with a phone, email, and SMS Text messages.

In the course of this tutorial guide, you will do the following:

Make a List

A list contains the contact information of all of the people to whom you want to deliver your message.

Create your Message

Record voice for telephone, compose an email, and type an SMS text message.

Send the Broadcast

View the configuration and settings for your Broadcast and either start delivering it immediately or schedule it for a later time.

To get started, click the *New Broadcast* button to the right on the Dashboard.

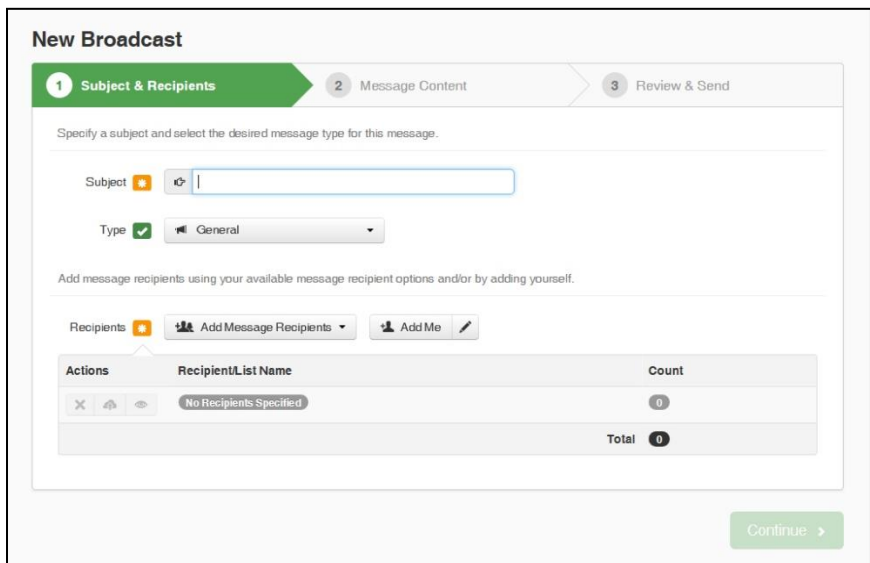


Step 1: Subject & Recipients

The first step in sending a broadcast is to name it, define the type of message and, most importantly, determine “who” will be receiving it.

Subject: The Subject field is simply the name of your broadcast, a way to distinguish it from others. It will also be used to automatically populate the Subject line for your email messages and will be used on any reports associated with your broadcast.


Type: The Type menu works in conjunction with your contacts *notification preferences* (i.e. where people have elected to receive certain types of broadcasts, like General announcements or Newsletters, on only certain phones or email addresses, but have elected to get Emergency and Attendance notifications at all points of contact). Make sure you think carefully about the content and urgency of your message, and select a type that is appropriate.




New Broadcast



1 Subject & Recipients 2 Message Content 3 Review & Send




Specify a subject and select the desired message type for this message.

Subject 

Type  General

Add message recipients using your available message recipient options and/or by adding yourself.

Recipients  Add Message Recipients Add Me 

| Actions | RecipientList Name | Count |
|---|-------------------------|----------|
|    | No Recipients Specified | 0 |
| Total | | 0 |

Continue >

Recipients:

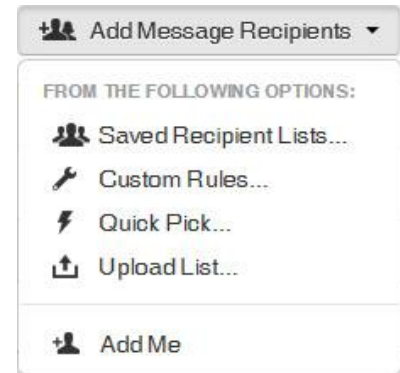
The Add Message Recipients menu-button contains the various options for selecting your broadcast recipients. Normally, when sending a broadcast, you will either select a list you have already saved by clicking on “Saved Recipient Lists” or create a new list using “Custom Rules”.

Saved Recipient Lists

You have the ability to configure and save custom contact lists in Communicate. Once a custom list has been saved, it can be quickly selected and used at any time in the future.

Custom Rules

This is the most common way to create lists of recipients. With rules, you are setting filters to isolate specific groups of recipients from your student database import files. You are able to stack rules to narrow down your contacts to be as specific as possible.



Quick Pick

This is a very basic way of creating a list by searching for specific individuals and placing a check in front of their record. You can search, narrow down the search using rules, or pick from a list of all contacts.

Upload List

Uploading a list requires that you have a CSV file of contacts saved on your computer. This is a more advanced way of creating a list (which is covered more in the *Advanced Training Guide*) which can be handy at times when the people to whom you need to broadcast are not part of your database import.

Add Me







Using this feature adds your own User Account’s contact information to the broadcast. You can use either the “Add Me” button or the link in the Add Message Recipients menu. If your contact information is not already in the system, or needs to be edited, click the pencil icon on the right side of the button and enter/update your information. Remember that this adds your User Account information, not the information in your contact records (such as yourself as a staff contact).

For the purposes of this tutorial, you will be sending a message to yourself only, so use the “**Add Me**” option and then click the “**Continue**” button on the lower right.

Continue >

 **Note:** Building a list with rules is covered in detail, including examples of popular lists, in [Appendix A](#).

 **Note:** To learn more about the other options in the Add Message Recipients menu, please see the *Advanced Training Guide*.

 **Note:** To the left of each group of recipients, you’ll find three buttons:   . The X will remove a set of recipients, the cloud will save the group for later, and the eye shows you a view of the actual recipients selected.

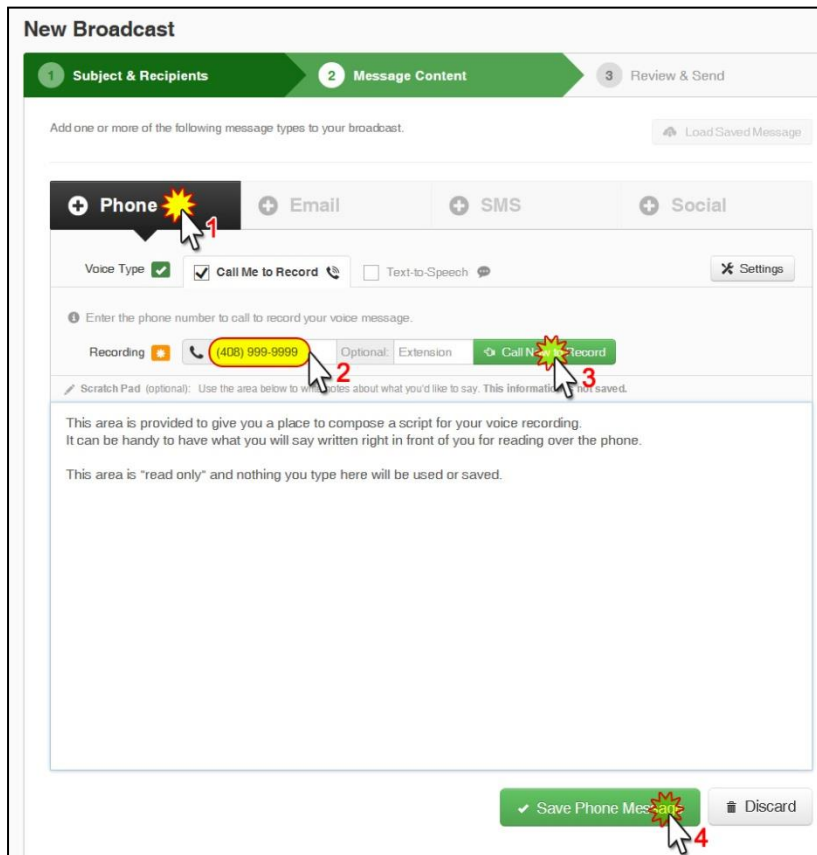
Step 2: Message Content

The **“Message Content”** screen contains all the options for the various types of messages Communicate can deliver – **Phone**, **Email**, **SMS Text** and **Social Media**. For this tutorial, you will be creating a simple phone, email, and SMS broadcast.

Phone

Telephone voice messages, in your own voice, are the most common, attention-getting, and memorable type of broadcast message. These can very easily be recorded via the default **“Call Me to Record”** feature.

1. Click the **“+Phone”** button/tab. The **“Call Me to Record”** tab in the **“Voice Type”** area will be selected by default.
2. The **“Recording”** phone field will be populated with the main phone number from your user profile. This is the number the system will call for you to answer and record your voice message. You may change this if needed.
3. Click **“Call Now to Record”** when you are prepared to answer you phone to record. *Your phone will ring promptly. Answer the call and follow the prompts carefully. Make sure to save your message before hanging up.*
4. Once you voice message for phone is complete, click on **“Save Phone Message”**



Note: If you have saved previously created messages, you can use the **“Load Saved Messages”** button, on the upper right, to save time by quickly retrieving and loading them into your existing broadcast.

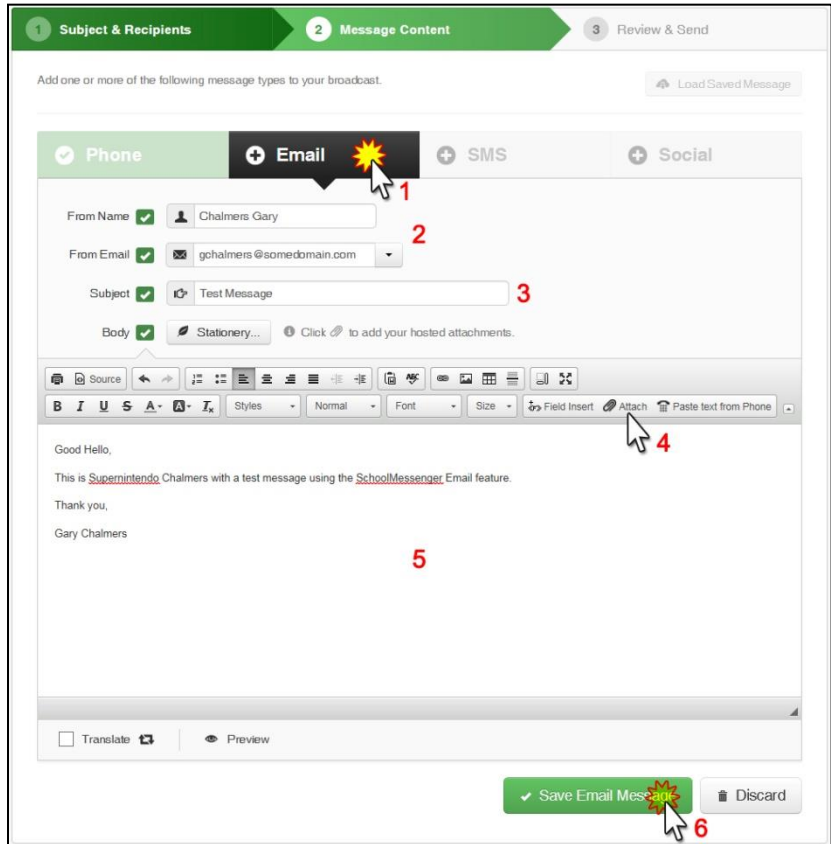
Note: The Scratch Pad area is provided as place to type what you plan to say during your recording. This is just for convenience and nothing typed is either used or saved.

Note: If your account is set up for multilingual messages, the first voice message you record will be automatically be assumed to be in your accounts default language (typically English). After you have recorded your first message, you will see a drop down menu for recording other languages. You can repeat the above process for each language you need to send.

Email

Adding an email message to your broadcast is pretty much the same as composing any other ordinary email. The options in Communicate are just like those found in most email programs and can be used to compose as simple or as complicated an email as you deem necessary.

1. Click the “+ Email” button/tab.
2. Your name and email address will automatically be entered in the “From” fields, but you can change them if needed. Remember, this is the email address your message recipients will see and reply to.
3. For convenience, the “Subject” will be pre-populated with the name of your broadcast, but you may change it if you like.
4. You may include an unlimited number of hosted attachments (50MB limit per file). * & **
5. Enter your email message content in the “Body” field. Exercise caution if you are pasting your email message content from an external editor. ***



6. Once you are finished composing your email, click on the “Save Email Message” button below.

The Communicate email editor has many advanced and powerful features not covered in this guide. Please see the online help for instructions on creating more complex and robust email messages with features like stationary, merge fields and more.



***Note:** Hosted Attachments: All attachments sent through Communicate are saved on our servers.

Attachments will be placed as **links** to the file, in-line with the body text in your email. This allows for larger files, helps prevent your emails from being blocked at the recipient end and the advanced features found in the Hosted Attachments Log in the Reports tab.



****Important:** For security reasons, certain file types are not permitted.

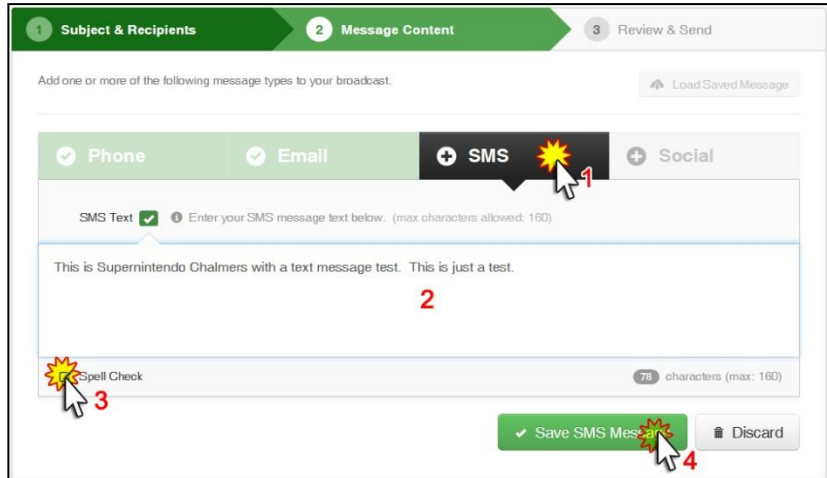


*****Important:** If you have already created a message using Microsoft Word and you want to paste that message into the HTML editor, you should be aware that messages which are copied and pasted from Word contain extra, non-standard information which may cause your message to not display correctly. The system will attempt to remove most of this information for you but, for best results, it is best to compose your message using the built in HTML editor whenever possible.

SMS Text Message

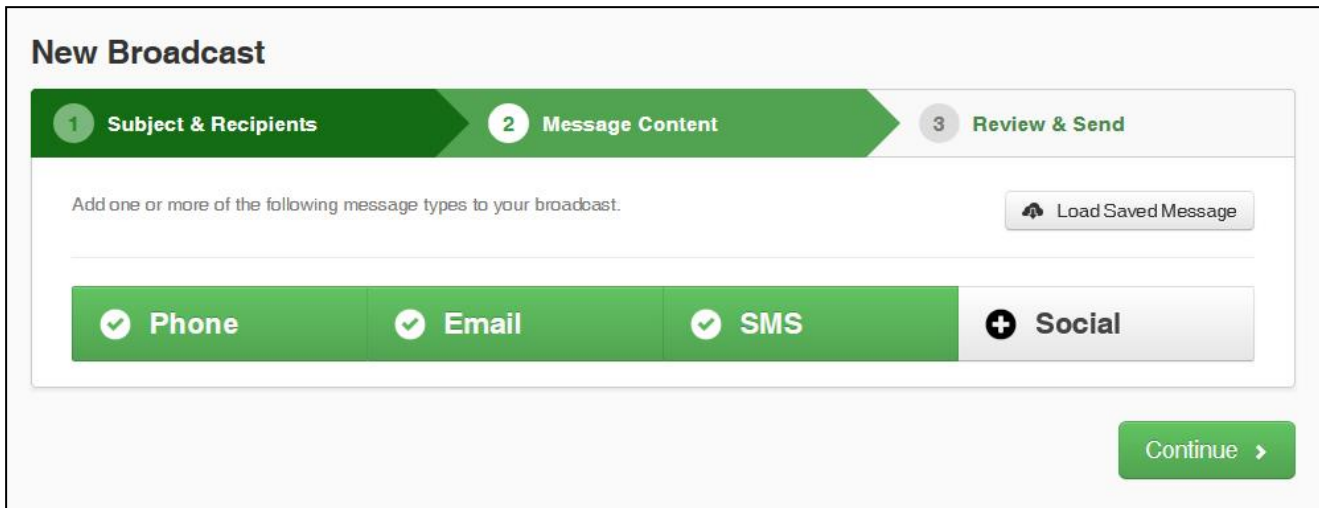
Adding an SMS Text Message to your broadcast is the simplest of all the types.

- Click the “+ SMS” button/tab.
- Enter your message in the “SMS Text” field. You may enter up to 160 characters.
- Click “**Spell Check**” on the lower left to help avoid awkward errors.
- Click “**Save SMS Message**” when you are satisfied with your message.



Important: Before sending bulk SMS messages, you should check with your system administrator to ensure that the SMS “opt-in” process has been completed. While SMS messages are an effective way to communicate with people who prefer to receive text information on their wireless devices, it is important to abide by the protocols established by the wireless carriers and industry regulators. If you would like to read more about this subject, please view the SMS Messaging content in the online help.

Once you have configured all of the types of messages you want to include in your broadcast, confirm that there is a checkmark in front of each of those types and then click on the “**Continue**” button on the lower right of the New Broadcast screen.

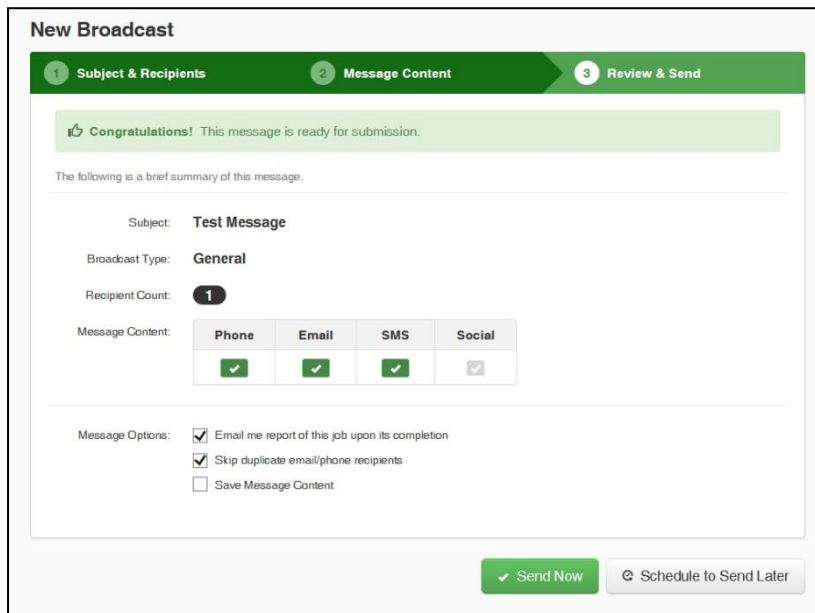


Note: If you would like to learn more about including social media content, such as Facebook, Twitter, RSS Feeds or Push Notifications please read the Advanced Training Guide.

Step 3: Review & Send

After you have created your list and message, you will arrive at the “**Review and Send**” screen. This screen will confirm the name (subject) of the broadcast, the broadcast type selected, the number of recipients, and what types of messages have been created.

1. Double-check the **Subject** and **Broadcast Type**.
2. Double-check the **Recipient Count**. *For this test broadcast, Recipient Count should be 1 (You).*
3. Ensure there is a green checkbox under each of the **Message Content** types you intend to deliver.
4. Make any desired adjustments to the default **Message Options** selections as described below.



Important: If the **Recipient Count** number doesn't match the number of recipients you expect, click on the words “**Subject & Recipients**” in step 1, on the upper green bar, to go back and confirm your list choices. If you make **any changes** to your Subject, Lists or Messages, you must click the “**Continue**” and/or “**Save**” buttons on the lower right of each step until you are back at Step 3, Review and Send. Do **not** click on “**Review and Send**” in the upper green bar to return to step 3, unless you have made no changes at all – doing so will delete all changes and revert to the original Lists and Messages.

Message Options

There are 3 different Message Option settings to consider when preparing to send your broadcast.

1. **Email me a report of this job upon its completion:** After the broadcast has finished running, you will receive an email titled “**Job Complete:**” with an attached PDF showing a detailed report and graph of the results.
2. **Skip duplicate email/phone recipients:** This prevents recipients who have their phone numbers or email addresses associated to multiple records in your list (like a parent who has two kids in the same school) from receiving duplicate phone calls, texts and emails of the same message. In almost all cases, this should be left checked.
3. **Save Message Content:** Checking this option means that the entire contents of step 2, *Message Content*, will be saved in the “**Message Builder**” under the Broadcasts tab of Communicate. This is helpful for messages that you will be using on a frequent basis, where the message content does not change. Most messages are unique and should *not* be saved for later use. You can still review the content of any broadcast, listen to voice, or read SMS and email messages from the Broadcasts screen of your account at any time.

Sending Broadcasts

Once you are satisfied that your lists and messages are correct, there are two options for sending your broadcast on its way:

1. **Send Now** does just that – clicking it will set your broadcast up to immediately begin calling, texting and emailing the recipients on your list(s).
Note: If you are creating your broadcast outside of the hours your user account settings have been allowed, the broadcast will not begin until the time window opens again.
2. **Schedule to Send Later** will provide you with the options to set a start date, start time and end time.

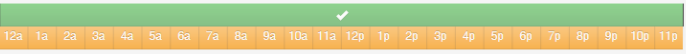
For the purposes of this tutorial, please choose “**Send Now**” and then “**Continue**” when prompted.



Be prepared to answer your phone, receive a text message and check your email - because this broadcast is on its way!

Schedule This Message to be Sent at a Later Time

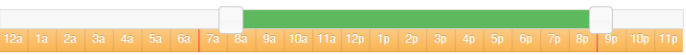
The following timeline shows the allowable time range to send messages (in green) as set by your organization.



1. Select the Start Date to send this message.

Start Date ☒ 05/28/2015

2. Specify the Start and End Time by dragging the 2 handles on the slider below to set the corresponding time.



Start Time ☒ 8:00 am End Time ☒ 9:00 pm

☒ Submit Scheduled Message


Success: Broadcast Sent!

Your broadcast, **Test Message** is being sent to **1 recipient(s)**. You can track its status on the [dashboard](#).

Receiving Messages

Phone

When you send voice messages, they will generally begin ringing all of the phones on your list within mere moments. Be prepared to answer the phone and say, “Hello” – this will tell Communicate that it has a real person on the phone and you will hear a brief introduction message asking you to “Press 1 to listen.” It will also give you the option to press “#” to place the call on hold while the appropriate recipient is located.

 **Note:** *Communicate uses a technology that determines the difference between a real person picking up the phone and an answering machine. To help ensure that the entire message is delivered, the system is listening for either a brief greeting such as “Hello.” or “This is Jane, can I help you.” to indicate a real person, or a “beep” to indicate that an answering machine is ready to record. Since many people choose to have long, humorous and/or musical answering machine greetings, try to avoid noisy backgrounds or talking during playback, as a noisy background might sound like a long answering machine greeting and the message will stop playing, then start over when it again detects quiet.*

Email

Getting an email through Communicate is exactly like any other email. It will display the “From” address based on what you entered in [the steps described above](#), on page 9. Just as with other email, if you do not see it in your inbox in a timely fashion, you should refresh your inbox and check to see if your email provider marked it as “junk” – especially if this is the first time you have ever received an email through the Communicate system.

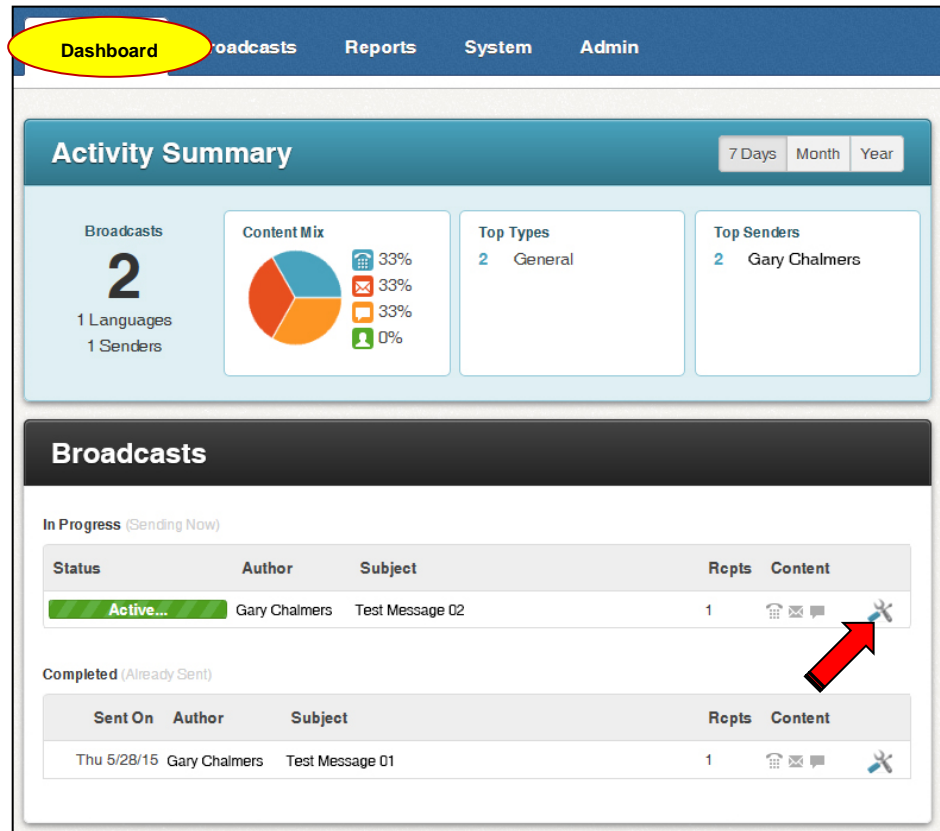
SMS Text


The first thing to remember about sending SMS text messages through Communicate is that recipients must go through an “**opt-in**” process before you can begin broadcasting to them. There are a few different ways to complete this process (described in the SMS Text Messages portion of the online help), but a person must complete the opt-in process before they will receive your Communicate text messages. Once a recipient is opted in, they will receive your Communicate SMS messages just like any other text message. These messages will always appear to be coming from “**67587**”.

Tracking Progress


After you have sent a broadcast, you can view its progress and current status. You can view this by clicking the **“Dashboard”** tab on the upper left.

As soon as you clicked *Send Now*, your broadcast was moved into the **“In Progress”** position in the Broadcasts section of the Dashboard. It is possible that your test broadcast, since it only included one recipient, was sent so quickly that it already moved into the Completed area by the time you returned to the Dashboard, where a typical broadcast usually has many more recipients and will take slightly longer to reach everyone.



You can monitor delivery progress by pointing your cursor at the  tool icon next to your job and clicking on **“Monitor”** in the dialog bubble.

Broadcast Summary

Once a broadcast is complete, pointing at the  tool icon and clicking **“Reports”** will take you to the **“Broadcast Summary”** screen. This shows the delivery results and is divided into three sections designed to give you a quick overview of the broadcast results.

Related Links

Related Links provides access to download a PDF, view time details and create reports of recipients not contacted.

Summary

The Summary section shows a brief overview of the broadcast settings.

Totals

The Totals section contains a breakdown of the total calls, emails and/or SMS text messages sent.

You can view a detailed report of each possible type of phone results by clicking the underlined links on the left of the *Phone Details* chart. (i.e.: To get a list of all of the phones that were answered by a live person, click the *Answered* link.)

Other Types of Reports

It is also possible to generate a custom report that includes information that is more specific by using the “**Report Builder**” found under the *Reports* tab. For example, with a *Contact History* report template, you can determine how many times a certain student was called specifically about attendance. Contact History reports also allow you to determine which student ID numbers are associated with a particular phone number.

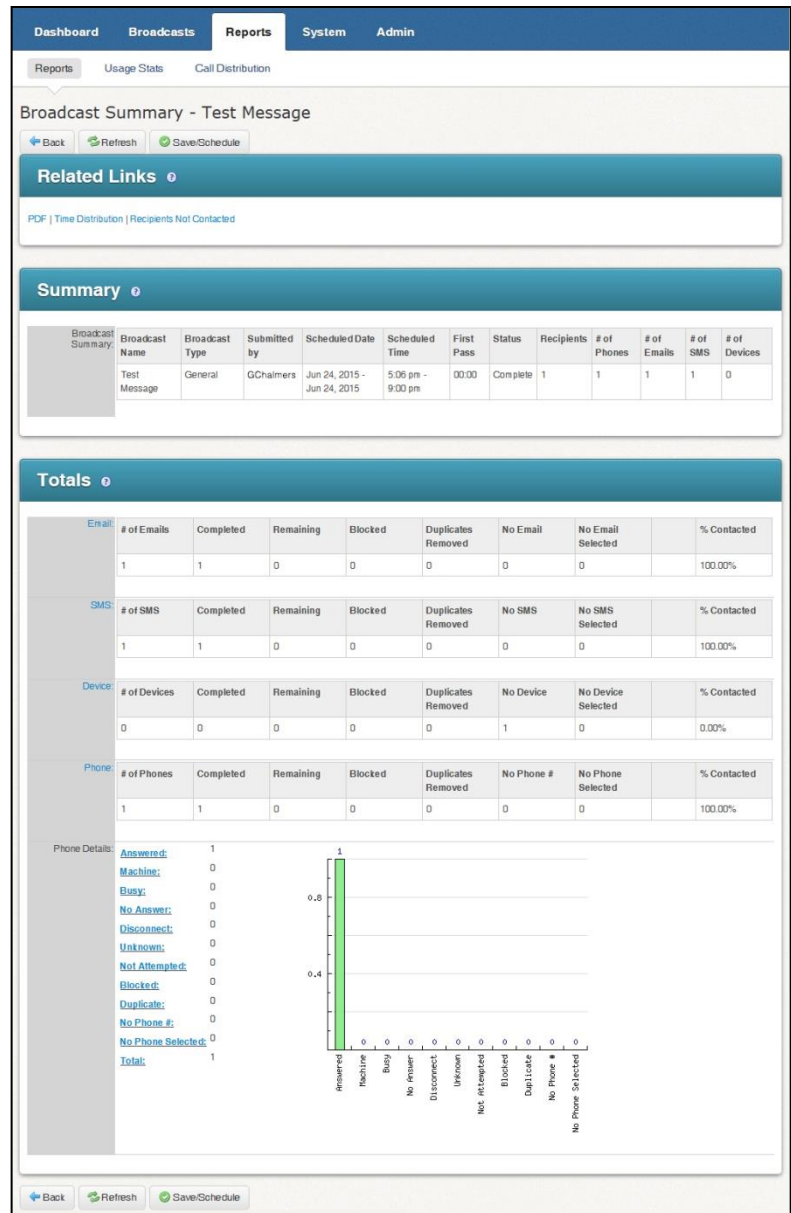
Many types of reports can be scheduled to run automatically at certain times. An easily generated report using the *Phone Log* template is a great way to track regularly occurring data such as the *disconnected* results each month.




Note: For more information on creating reports, see the *Reports* section of the online help or review the *Advanced Training Guide*.

Appendix A: Creating Lists Using Rules


In this section, you will learn how to create a list using rules, including some popular list types. These lists can be made either in the Subject & Recipients step of creating a New Broadcast (just as you did in the main tutorial in this document) or from the “**Lists**” section of the “**Broadcasts**” tab.



Create a List Using Rules

From the **Lists** menu of the **Broadcasts** tab, clicking the  **Add New List** button on the right will bring you to the “**List Editor**”.

The “**List Content**” section is used to create rules that filter the contacts from your database imports down to specific groups of people. Selecting which field of data to use (such as Grade or School), adding a criteria (such as “is/is not” or “equals/does not equal/starts with”), and then selecting the appropriate value allows you to create almost infinite combinations to target very specific contact groups. Once you have created a list using rules, you can save the list for future use.

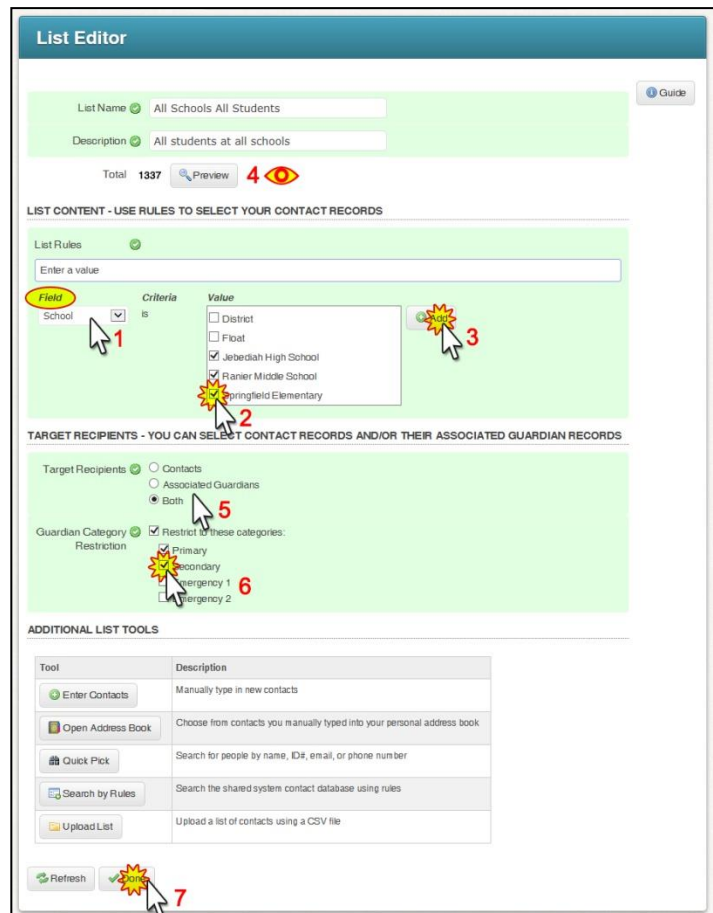
 **Important:** When you create lists using rules, you are using contact information in your database, which is frequently being updated automatically. This means you can save and reuse rule based lists and trust that they will always be up to date.

Here are some detailed examples of using rules to create a few popular lists.

All lists begin with giving them a **name** and **description** that identify the contacts they will contain. This list will contain all of the contacts in the whole school district.

All School Student List

1. Select *School* from the *Select a Field* dropdown menu.
2. Click the checkbox next to all your schools.
3. Click the “**Add**” button.
4. Check the “**Total**” next to the *Preview* button to ensure that the number reflects approximately what you expect.
5. Select whether you want this list to broadcast to **Contacts** (students), their **Guardians**, or **Both**.
6. Select which **Guardian Categories** should be included.
7. Click **Done** at the bottom.



The screenshot shows the **List Editor** interface with the following components and numbered callouts:

- List Name:** All Schools All Students
- Description:** All students at all schools
- Total:** 1337
- Preview:** 4 (with an eye icon)
- LIST CONTENT - USE RULES TO SELECT YOUR CONTACT RECORDS**
 - List Rules:**
 - Field:** School (callout 1)
 - Criteria:** is
 - Value:**
 - ☐ District
 - ☐ Float
 - ☒ Jebedah High School
 - ☒ Ranier Middle School
 - ☒ Springfield Elementary
 - Target Recipients:**
 - ☒ Contacts
 - ☐ Associated Guardians
 - ☒ Both (callout 5)
 - Guardian Category Restriction:**
 - ☒ Restrict to these categories:
 - ☒ Primary
 - ☒ Secondary
 - ☐ Emergency 1 (callout 6)
 - ☐ Emergency 2
- ADDITIONAL LIST TOOLS**

| Tool | Description |
|-------------------|---|
| Enter Contacts | Manually type in new contacts |
| Open Address Book | Choose from contacts you manually typed into your personal address book |
| Quick Pick | Search for people by name, ID#, email, or phone number |
| Search by Rules | Search the shared system contact database using rules |
| Upload List | Upload a list of contacts using a CSV file |
- Refresh:** (callout 7)

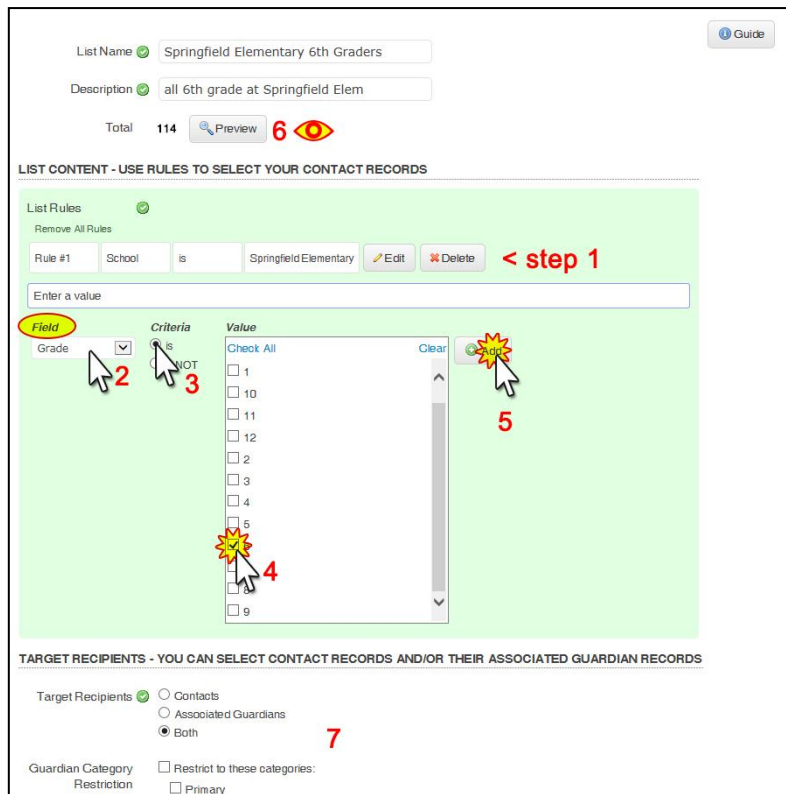
Staff List

1. In the **List Content** section of the List Editor, select “**Contact Type**” from the **Field** dropdown menu.
2. Select “**equals**” or “**contains**” from the **Criteria** menu (if your contact type field data potentially has more than one value, use “contains”).
3. In the **Value** field, type “Staff” or whatever your school uses to identify them.
4. Click the **Add button**.
5. Confirm that the number of recipients is what you expected.
6. Click the **Done** at the bottom.

Grade Level List

Each rule you add to a list lets you further refine or add more recipients. You can add as many rules as you need to define a particular list. This example will give us a list of all the 6th graders at a specific elementary school.

1. After giving the list a name and description, select “**School**” from the **Field** menu, check off the school (or schools) you want to select, and then click “**Add**”.
2. Select “**Grade**” from the new **Field** menu.
3. Select “**is**” under **Criteria**.
4. Check the desired grade(s) from the **Value** list.
5. Click the **Add** button.
6. Check the recipient **Total** above.
7. Set the options for **Target Recipients & Guardian Category**.
8. Click the **Done** button.




The screenshot shows the 'List Editor' interface. At the top, 'List Name' is 'Springfield Elementary 6th Graders' and 'Description' is 'all 6th grade at Springfield Elem'. Below this, 'Total' is 114, with 'Preview' and 'Add' buttons. The main section is 'LIST CONTENT - USE RULES TO SELECT YOUR CONTACT RECORDS'. It shows a 'List Rules' section with a table for adding rules. The first rule is 'School is Springfield Elementary'. The second rule is 'Grade is 6'. The 'Add' button is highlighted with a red star and the number 5. Below the rules table, there are checkboxes for 'Target Recipients' (Contacts, Associated Guardians, Both) and 'Guardian Category' (Restrict to these categories: Primary). The 'Both' option is selected, and the 'Primary' category is checked. A red star and the number 7 are next to the 'Both' option. The 'Add' button is also highlighted with a red star and the number 5. The 'Done' button is at the bottom right.

More List Building Options

While rules are a very powerful and often all you need, they are not the only way to create lists. For additional information on creating lists, please review the *Advanced Training Guide*.

Appendix B: Managing Your Account Settings

You may edit your account preferences by clicking on the “**Account**” link, always located at upper right of any screen. You will be taken to the page shown below, where you can view or edit your account settings.

 **Note:** You may be unable to edit certain fields if your account was added to the system using a data import or if your Access Profile does not include permission to do so.

Remote phone access: Located at the top of the window, this is the phone number that you can use to access Communicate from any touch-tone phone, in order to record a message and send a notification when a computer is not available. *To learn more about this feature, please view the “Remote Telephone Access” section of the online help.*

Account Information

First Name: Your first name.

Last Name: Your last name.

Username: The name you use to log into School-Messenger. Usernames are case sensitive and must be a minimum of 5 characters.

Password: Your login password. Passwords are case sensitive, must be a minimum of 5 characters, and must contain at least 2 different types of letters, numbers or symbols.

Phone User ID: Used to log in to *Remote Phone Access*. Must be a sequence of at least four non-repeating numbers.

Phone PIN Code: Also used to log in to *Remote Phone Access*. Must be a sequence of at least four non-repeating numbers. Your PIN cannot be the same as your *Phone User ID*.

Account Email: Usually your email address. This address will be used for auto reports. It is also the email address that will be used if you request a password reset.












Auto Report Emails: Any additional email addresses that should also receive job completion reports. Multiple email addresses can be used if separated with semicolons.

Phone: The phone number where you can usually be reached for recording voice messages.






Account Information: Chalmers Gary
Remote phone access #: 888-555-1234

User Information



ACCOUNT INFORMATION

First Name  Chalmers
Last Name  Gary
Username  gchalmers
Password  Password Strength:
Confirm Password 
Phone User ID  4085551234
Phone PIN Code 
Confirm PIN 
Account Email  gchalmers@somedomain.com
Auto Report Emails  gchalmers@somedomain.com
Phone  (408) 555-1234


BROADCAST DEFAULTS



Default Start Time  6:30 am
Default End Time  9:00 pm
Call Attempts  3
Days to Run  1
Personal Caller ID  (888) 527-5225

SOCIAL MEDIA OPTIONS

Add Facebook Account  Connect to Facebook
Add Twitter Account  Connect to Twitter

DISPLAY SETTINGS

Action Links  Icons and Text
Hide Email Editor Tools ☐

Broadcast Defaults

Default Start Time & Default End Time: These settings are used to create a default for the earliest time of day and latest time of day you generally expect to begin and stop sending messages to recipients. Most accounts set these times to **begin** around 75 minutes before the earliest time students normally arrive at school and **end** by 9pm, as calling earlier or later could produce negative responses from recipients.

These two settings can be adjusted at the time you are scheduling a broadcast, but could be limited by your access profile so that you may not be able to send broadcasts outside of the times set by your account administrator.

Call Attempts: This represents the number of times Communicate will attempt to deliver a voice message to phones. If a call to a specific phone number produces a busy signal, is not answered within 45 seconds, or gets an operator message (i.e.: *“The number you have dialed is not a working number, please...”*), the system will try the call again later. This function could also be limited by your access profile.

Days to Run: The default number of days you would like the system to keep making attempts to send undelivered messages. This setting does not usually come into play unless a broadcast is scheduled to run very close to the above mentioned *End Time*, at which time any recipients to whom the broadcast has not been successfully delivered will be “paused” and then attempts will begin again the next day at the set *Start Time*.


Personal Caller ID: This is the number that recipients will see on their caller ID when you send a voice broadcast from your account.

 **Important:** *If your account has been set up for a “Call-In Message Retrieval” number, your caller ID will be automatically overwritten by the Call-In Message Retrieval number.*

Social Media Options

Add Facebook Account: Using the provided tools, you can configure your Communicate account for including posts to Facebook in your broadcasts.

Add Twitter Account: Using the provided tools, you can configure your Communicate account for including Tweets in your broadcasts.

 **Note:** *Your Access Profile may restrict you to only posting to very specific Facebook or Twitter accounts. Please see your account administrator for guidance on which social media accounts are authorized and for guidelines about posting. For more information about configuring your Communicate account for social media, please contact Communicate support at 800-920-3897.*

Display Settings

Action Links: You can specify whether you want links in the user interface to display with icons or simply as text.

Hide Email Editor Tools: Check this if you would like the HTML email editor tools to be hidden by default when creating email messages.

Appendix C: Quick Tips for Voice Messaging

Communicate phone calls can be an effective instrument for building relationships with families, and the sound of familiar school official's voice can leave a lasting impression. The following tips can help ensure that your messages are easily understood and well received.

Be prepared.

Always take a moment to consider the purpose and goal of your message: Who is the message for, what are the important details, how you would like the recipients to react? If the message is intended or likely to require action by you or others within your organization, make sure you are all on the same page to avoid contradiction or lack of resources.

Type your message in advance.

Begin with your name, school and position with the school and then get right to the heart of what your message is about. Read it aloud to yourself and have a second person read it if possible. Make sure to repeat any important details such as an address, phone number, date, time or specific location.

Get to the reason for the call.

In this age of information overload, our attention span is not what it used to be. Make it clear why you are calling and Use brief, concise and simplified language and stick to the point. It's a fact: you generally have about 30 seconds (sometimes less) to convey your message before losing a listener's attention. Also, be aware that many answering machines and voice mail systems will only record for 30 seconds or so before hanging up.

Create a good impression.

Messages are often your first and most frequent contact with people, so make it count. Smile when you speak; people can hear it in your voice. Take a deep breath before you start recording (you want to keep your voice from trailing off or sounding exerted) and speak up. Put some energy in your voice and change inflection along the way. Avoid sounding monotone - if you sound bored, your recipients will not pay attention. Don't speak too slowly or too quickly – find a realistic, conversational pace. Remember, *how* you say something can be just as important as *what* you say.

Avoid recipient fatigue.

Trying to cover too many complicated and/or unrelated issues in one phone message is a bad idea. Decide what is really important and, if you really need to cover multiple topics, consider how you can break them up into multiple calls – or even move some of the topics to an email. This improves the chances that recipients will pay attention, understand and remember your message.

Also, avoid sending messages too frequently. If people get messages from you all the time, they begin to stop listening and/or paying attention to them – your message becomes background noise. Some people may also begin to view messages as a nuisance. When this happens, people inadvertently miss important information.

Timing is everything.

When you send a message can be as important as the message itself. Consider when is too soon and when is too late for the information you are delivering. A message sent too many days in advance could become forgotten. A message sent too late may leave people with not enough time to act accordingly.

Questions?

If you have any questions regarding the above, please contact support.

SchoolMessenger Solutions Support

800-920-3897

support@schoolmessenger.com