

E-BLAST

Constant Contact Account: The PLCluster Schools Foundation supports an account with Constant Contact that provides e-blasts for all of our cluster schools. Each school designates an e-blaster for their school and those e-blasters collectively use the constant contact account to update families about school news. Schools contribute what they can to the fee, and encourage their parents to subscribe to the program with a link on their web site. This program allows parents to sign up for multiple schools the General Cluster News, and sub categories at PLHS.

Policies:

E-Blasts should not include any information that "violates or infringes upon the rights of any other person, or advertisements, solicitations, commercial ventures, or political lobbying." Section III of the San Diego City Schools Network Use Guidelines <http://old.sandi.net/procedures/pdf/pp7039att1.pdf>. Content for e-blasts and websites should first be approved by your school principal and/or appropriate staff.

E-Blast should be for the sole use of informing your school community about school events. Using e-blasts can reduce paper use dramatically at your school sites. Try using e-blast for all school communication when possible while still being respectful of your own communities needs.

Non school community events and cluster items should be sent plcluster@gmail.com for posting to the community events page on the Cluster web site. School events that invite more than your current population can also be sent there for distribution in the monthly cluster e-blast, or posting on their Facebook page.

Try to have some sort of schedule for sending your e-blast. Advertise that schedule to your parent groups and staff so that they get information to you in a timely manner. Encourage them to use only this method of communication, reduce the amount of paper being consumed by your school!

Reminders:

Add an introduction block for impact.

Many images and PDF's are best posted to your web site. You can then provide a link to these images, forms, and detailed information in your e-blast.

Useful Websites:

Create PDF's for free: www.pdf24.org or <http://www.pdfonline.com/convert-pdf/>

SD City School Network Users Guide: <http://www.sandi.net/procedures/pdf/pp7039Att1.pdf>

Administrative Procedures for the Internet: <http://www.sandi.net/procedures/pdf/pp7039.pdf>