

## **Communication about Communications at The Oakwood School**

**8/1/16**

The Oakwood School is a vibrant and *very* active place with lots of news and events taking place constantly and often simultaneously across all grades and divisions. It is a special and tight-knit place; a large part of what makes Oakwood special is that the whole community revels in individual, group and institutional accomplishments throughout the school.

Additionally, The Oakwood School takes very seriously its care and safety of all the members of our community. Safety policies and procedures are practiced and reviewed regularly.

For the purposes of safety and to promote our special community bond, the Communications area of the Advancement Department strives to keep you well informed about all things Oakwood.

### **Emergency Communication Procedure:**

1. Text Messaging - New this year, all members of the Oakwood Community will be alerted to emergency and weather related messages via text messaging to mobile phone numbers. Individuals will be able to opt out of this service, but we encourage you to allow this service as it will be used sparingly and only in emergency situations. Details of this new service will follow soon.
2. Email - Simultaneous to the text message, an email will be sent with the same information.
3. Depending on the situation, messaging may or may not be used through the website and social media.

### **Weather Related Communication Procedure:**

1. Text Messaging will be used to convey the status of the school schedule
2. Email - Simultaneous to the text message, an email will be sent with the same information.
3. Website - A red banner under the header photo will announce the status of the school schedule
4. TV Stations - TV Stations will be alerted as to any schedule change
5. Social media - Messages will be posted to Facebook and Twitter regarding weather schedule changes

In addition to these procedures, the following are the methods used to keep you in the know:

**The Oakwood School Website - <http://theoakwoodschoo.org/>**

The web is the place to find EVERYTHING you want to know about Oakwood. Most important to parents and students will be the Events and Athletics calendars found on every page and the parent information section called [myOakwood](#) in the upper

right corner of the homepage. *myOakwood* is where you as parents will find links to logistics, forms, and other pertinent information relating to your school needs. This includes, but is not limited to:

- The Online School Store
- Faculty and Staff Blogs
- PowerSchool
- College Guidance Resources such as Naviance
- Web Email
- Student/Parent Handbook
- Oakwood Directory
- Curriculum Guide

In addition to the social media feeds, there is the informative “News and Insights” section with news on the homepage as well.

Always check the homepage for urgent messages and updates in a red banner under the header photo announcing important information that is often last minute in nature such as weather, schedule and other changes.

#### **Email Communications:**

- Tuesdays – *From the Desk of Rob Peterson* – In his weekly letter, Head of School Rob Peterson discusses a wide variety of pertinent topics including everything from thoughts about what an independent education means for your child to explanations about changes in and around school.
- Wednesdays – *Weekly Bulletin* – This is your lifeline for learning about campus wide news and events and including online lunch ordering. If you have news for the school community, please submit it to the Communications Department by Wednesday morning at 9am.
- *Breezeway Blasts* are sent occasionally to inform you of news that may require special attention or is outside of the weekly newsletter timeframe. Don't worry, we are careful not to bombard your inbox!

#### **Social Media:**

Follow Oakwood social media to get quick updates and photos of school news. Here you will see photos/videos and posts about anything from school related student and group accolades to photos of school events and news updates. The Facebook and Twitter feeds show up directly on the website homepage.

<https://www.facebook.com/TheOakwoodSchool/>

<https://twitter.com/theoakwood>

<https://www.instagram.com/theoakwoodschoo/>

<https://www.youtube.com/user/theoakwoodschoo/>

Note: There are separate school approved social media pages for Oakwood Alumni, Horizons at The Oakwood School and athletics as follows:

<https://www.facebook.com/groups/OakwoodEaglesAlumni/>  
<https://twitter.com/OWAthletics>  
<https://www.facebook.com/HorizonsatTheOakwoodSchool/>  
[https://www.instagram.com/horizons\\_at\\_tos/](https://www.instagram.com/horizons_at_tos/)

### **Teacher Communications:**

Blogs and emails - All teachers, as well as some departments and some divisions have their own blog to communicate with you and your student. Expectations for these blogs are explained to the parents and students by each teacher, Division Coordinator and/or Department Chair. Often, teachers will also email you on a regular basis with news from the classroom.

### **Local Media Public Relations:**

Look for Oakwood's student news and accolades on Tuesdays in *The Daily Reflector's* "Report Card" and "Expressions" pages. Athletic team scores can often be found in the "Sports" section after a match. Often times, bigger happenings are covered by the local news media.

### **Oakwood Marketing and Communications Policies:**

- Any marketing and communication efforts to the internal Oakwood community and the greater outside community must first be cleared with the Oakwood Communications Director. Sanctioned groups such as PSA, Eagle Booster Club and FAST will be responsible for writing their own material, but will channel through the Communications Department for distribution.
- We encourage the community to send us information about Oakwood student(s) relevant to school related accolades *and significant* personal awards and honors. Please keep in mind that we cannot guarantee use of this information.
- The Communications Department makes an effort to highlight as many of and a variety of our students as possible in various communication vehicles/platforms.
- There will not be any private business advertising to the internal community in any of the communications platforms other than Corporate Partners and flyer/brochure holder outside the main office. Occasional educational non-profit messages may be relayed through mass communications only if pertinent and beneficial to Oakwood families and students and at the approval and discretion of the Advancement and Administrative offices.

For questions, contact:

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