

19 School Communication Tips from 19 + Years in the Trenches

Presenters:

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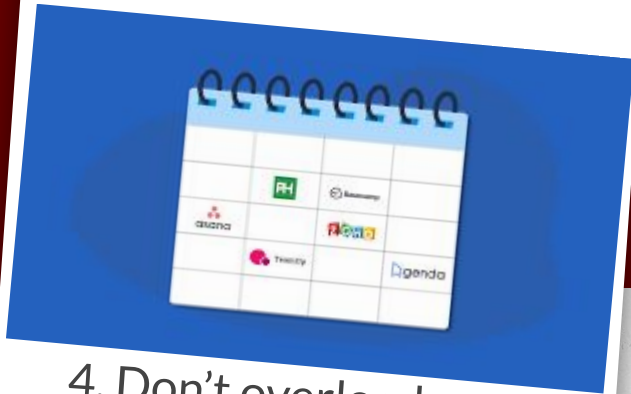
1. Get to know your superintendent.



2. Connect with your
board



3. Don't give away all
your goodies at once.



4. Don't overload your calendar - Make a plan and stick to it



5. Don't dress down. Even on Fridays.



6. Build Community

A stack of three white sticky notes is centered on a background split horizontally into red (top) and grey (bottom). The top sticky note is slightly offset to the right and down, showing the edges of the two notes beneath it. The text on the top note is written in a simple, black, sans-serif font.

7. Use your
network.

**GET
INVOLVED**

8. Get Involved



9. Change is
Constant.



10. Ask Questions inside the House

A faint, light blue icon of a document with horizontal lines, representing a list or document, is positioned on the left side of the dark blue rectangle.

General Policies

11. Get to know general policies



12. Customer Service - Put
on a happy face.

13. Crisis Communication.



14. Media - Refrain
from saying no
comment or off the
record



15. Communicate without
Jargon and acronyms



16. Social Media Etiquette

17. Delegate



18. Take care of yourself

19 . Always
Tell Your
District's
Positive
Stories

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