

# EUSD Communication Tools Worksheet

Issue/Program/Event: \_\_\_\_\_

Tool	Audience	Description	Due Date	Completed
Letter/flyer	Families	Sent home to families		
Flyer posted at sites	All	Break room, office		
Letter to staff	Internal	Through interoffice mail		
Events calendar	All	District website		
News item	All	District website		
School web sites	All	News items		
Board email	Internal	Email to all members		
Leadership email	Internal	Email to administrators		
District email	Internal	Email to all staff		
Community email	All	Email to those sign up		
Escalon Today	All	Email with link to pdf		
Automated call	Families	District automated call system		
Automated text	Families	District system		
School Site Parent Mtg	Families	Mtg for families		
School Site Staff Mtg	Internal	Mtg for staff members		
School Signage	All	Public signage in front		
Classroom Mtg	Families	Mtg with families from 1 class		
Media Advisory	All	Brief invite before event		
Media Release	All	Details provided after the event		
Media Story	All	Story written after the event		
District Facebook post	All	Post/photo/video		
School Facebook post	All	Post/photo/video		
Facebook ad	All	Paid ad or promoted post		
Brown Bag Mtg	All	Bring lunch to mtg		
Parent Mtg	Families	Mtg at district or school site		
Staff Mtg	Internal	Mtg at district or school site		
DO Signage	All	Public signage in front		

Notes: \_\_\_\_\_  
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