

Remind Hub media plan for schools and districts

For media and community outreach

Thank you for choosing Remind! Congratulations on your decision to take communication and collaboration to the next level, from keeping your community engaged and informed to supporting your teachers in building positive relationships with students and families.

As you get started, you may be considering ways to share this news with your broader community. To help, we've put together a simple media plan that you can use, based on successful outreach efforts from Remind's other school and district customers.

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We hope you find it useful!

Ways to get the word out

Media and community outreach

Here are some best practices for letting your community know that your school or district is now using Remind:

- Post the news to your **social media channels**. This is a great way to reach parents, caregivers, and families in your broader community.

- Send a **press release** to your local media outlets about your enhanced communication efforts, along with how you're taking specific actions to ensure student success.
- Include an **update** in any of your regular communications home, such as school or district newsletters.

To help you get started, you'll find **sample communications** in the next section that you can use as a template and customize for your organization.

Share your story with Remind

We love highlighting stories from our school and district partners, whether they're from the central office or the classroom. These often include:

- **Social media:** Features on our social media channels can be as short as a few sentences, or even a photo or a screenshot.
- **Blog posts:** If you (or someone in your community) are using Remind with great success, let our team know so we can spotlight them in an interview or feature.
- **Case studies:** If your organization is using Remind in a unique way or purchased Remind to help solve a specific problem, a case study about your solution can be valuable for schools and districts facing similar challenges.
- **Webinars:** Let us know if you're interested in participating in a webinar with our team—this is a fun way to share your tips and best practices with other administrators in our community.
- **Press:** When we talk to the media, it's always nice to be able to include quotes from real educators who use Remind!

Sample communications

You can use the following templates as part of your media and community outreach. **Be sure to update any language that appears in red with information from your own school or district**, and feel free to edit the templates any way you'd like—these are just samples to help you get started!

Sample social media posts

How to use: *Social media is a great channel for talking regularly about your proactive efforts to improve student success; it's also a good opportunity to reach families and generate awareness. Tip: Use our social media cross-posting feature to let your community know that you're using Remind!*

- We're pleased to be using @RemindHQ to enhance school-home communication across **School/District!** Remind is a platform that makes communication easy for everyone in our community, and we're looking forward to using it to connect with you.
- **School/District** will be using @RemindHQ to keep students and families up-to-date on everything happening in our community. Remind is a communication platform that delivers school-home communication right to your phone, including by text.
- We're excited to be making two-way communication easier than ever with @RemindHQ! You'll able to get **School/District Name** updates right on your phone, as well as reply and reach out when needed.
- We're pleased to share that **School/District Name** will be using @RemindHQ to communicate with families in our school community! Now, families can choose to receive notifications on any device and in your preferred language.

Sample press release

How to use: *If you have a communications team, they'll know what to do! If not, just customize this template for your organization and email it to your local newspapers, radio, or TV stations. (You can also publish this on your organization's website.) This is just an example to get you started—feel free to change anything you'd like.*

FOR IMMEDIATE RELEASE

School/District Name implements Remind to streamline and enhance school-home communication in support of student learning

School/District Name plans to use the communication platform to enhance engagement and collaboration across the entire community

This year, **School/District Name** is investing in community engagement by partnering with [Remind](#), a communication platform that allows educators, students, and families to connect quickly, efficiently, and effectively from any device. With the adoption of a single platform that supports meaningful engagement at every level, **School/District Name** is committed to building positive relationships that support student success.

Example quote from administrator: “Making sure students and parents are able to stay engaged is more critical than ever. By implementing Remind, we are not only keeping everyone informed about major announcements, but creating a safe place for students to ask questions and for teachers to make sure their students are succeeding.”

In adopting an integrated communication platform that encourages engagement at the class, school, and district levels, **School/District Name** aims to make it simpler for families to stay actively involved with student learning. With Remind, mobile-first notifications and automatic translation into recipients’ preferred languages help address common barriers to communication and advance equity.

Additionally, not only can **School/District Name** send home community-wide announcements and updates, but teachers and other staff members can also use Remind for their classrooms, clubs, and activities.

Example quote from a teacher: “I use Remind to keep parents informed about how their students are doing. I also send encouraging messages and reminders to my students. It helps me make sure students are understanding the material and keeping up with assignments.”

With Remind, **School/District Name** is taking a meaningful step toward ensuring that everyone in their learning community can stay informed and engage fully with one another to support student success.

About Remind: Remind is a communication platform that reaches students and families where they are. We believe that relationships drive success in education, and we're building a platform that supports learning wherever it happens. Today, the Remind platform is home to one of the largest free services in education, a school communication business that supports millions of students, and an online tutoring solution that provides help outside the classroom. For more information, visit Remind.com.

Sample newsletter update

How to use: *Add a short announcement to any of your regular communications home. Along with sharing the news, you may want to include any action items for your community or resources that they might find useful. Tip: Use school- or district-wide messaging to send home newsletters!*

We're excited to share that **School/District Name** is now using Remind! Our goal for adopting this communication platform is to make it easy for students and family members to stay informed and involved.

Remind is free to use and delivers all school-home communication directly to the device of your choice, from class updates to school announcements. To make communication more convenient, you can choose to receive notifications via text message or smartphone app. You can also choose to receive messages in 90+ languages and reply in your preferred language as well.

As part of this rollout, Remind accounts have been created for all the educators, students, and family members in our community. All you need to do is follow the steps in the message to finish setting up your account. [Here's a video demo](#) that shows you how Remind works.

We're looking forward to connecting with you through Remind!