

**Communicating with Campus Messenger**

*Contact: Jennifer Caracciolo*

In Infinite Campus schools and the district can send phone, text, and email messages to parents that are ParentPortal subscribers. For district offices that would like to use this communications method, information distribution requests can be sent to the Public Information and Communications Department.

Schools that select this communication method should always remember that parents with children in multiple schools could easily receive three or more ParentPortal messages a week. With this understanding, email should be the preferred distribution method, followed next by text or phone.

All messages should begin with the statement, “A message from (Insert Name of School)” or “Dear (Insert School Name) Parents/Guardians”, to avoid communications issues for parents with students in multiple schools, particularly in crisis communications situations. ALWAYS select “one message limit”.

ParentPortal should not be used for advertising Partners in Education, which is better communicated by the school’s website or newsletter. Examples of appropriate use of ParentPortal include: school picture reminder, report card distribution, school honor event, etc. The Public Information and Communications Department will send out a ParentPortal email and text during inclement weather and school closings/delays, so please DO NOT use access the system for this purpose.

Email messages should be typed directly into ParentPortal (cut and paste option does not work) and kept to one paragraph (five sentences) in length. If the message exceeds this length, please post it on your website and add the url at the end of your paragraph. Example: For more information, visit (insert url). Please use [www.tinyurl.com](http://www.tinyurl.com) for the conversion of long urls.

**DO NOT send attachments; place the item on your website and include the url in your message.** It is recommended that you shorten it using [www.tinyurl.com](http://www.tinyurl.com)

Text messages should be two sentences max.

**If the phone option is selected, calls should NOT be scheduled before 9:00 a.m. and after 8:00 p.m.** Phone recordings should be no more than two sentences and should always be read aloud by the writer prior to scheduling the call. Messages that run over one minute are not encouraged. Remember that if you select the computerized voice it will read your text differently that if you were to speak it.