Tips & Tools for Effective Messaging

Where work commitments and the stress of life prevents parents from becoming physically involved in their child's education and the school itself, ParentLink enables you to bridge that forced gap with quick and easy communication tools.

By utilizing the custom message feature of ParentLink, you answer the question that is on every parent's mind: What is happening? Keeping parents interested and informed will ultimately create a level of parental involvement that can only further contribute to the success of their students and your school district.

Keep your messages brief and to the point. Research indicates that people hang up on messages longer than 30 seconds.

Tips for effective messaging:

- When making your first district-wide call, try to make it positive. Introduce your parents, students and staff to the ParentLink system before making absence notifications.
- A professional-sounding message flows smoothly and is easy to read. Always write out your message and have someone else read it to make sure that it really says what you thought it did. ParentLink provides a text entry window for you to type in and this script provides the body of the message if sent by email.
- Practice recording. Find the most effective speaking volume for your voice. The distance from the phone or microphone affects the quality of the message. Experiment and find what's best for you.
- Be as professional as possible, but don't be afraid to have fun. You can deliver important information and still put a smile on parents' faces.
- Start your message by identifying who you are and why you are calling. You want the recipients to know why the message they are listening to is important to them.
- Repeat the important information such as dates and times of events throughout your message so that the recipients have time to write it down.
- Don't be afraid to make two calls about an important topic—1st call being the notification of the event or activity and the 2nd call the reminder.
- Don't be afraid to gather feedback from those you send messages to. Find out if the messages you send are clear and concise and how they can be improved. Find out what types of information that your parents, students, and staff want to receive and how often they want to hear from you.