**district parent communication plan**

* Be transparent about your plan to connect as a community first and foremost; academic support will follow
* Communicate regular updates on your district plan during COVID-19 in parent-friendly language
	+ keep it simple and concise
	+ too much information is overwhelming
* Use multiple methods of communication to ensure every parent receives information:
	+ email
	+ phone calls
	+ text messages
	+ district/campus website
	+ facebook
	+ twitter
	+ regular mail (important for those without technology)
* Consider hosting a virtual parent meeting
* Create avenues for questions through social media, a website form, or email; post FAQs
* Create and distribute a [Parent Quickstart Guide](https://lead4ward.com/images/schoolathome/gettingstarted/school_at_home_quickstart_guide_template.pdf)