RMS PTSA Communications Team

Mission Statement: The RMS PTSA Communications team supports the RMS PTSA’s mission to support, engage, and advocate for our students, staff, and community. We are committed to providing clear and timely information important and appropriate to our community through all available channels.

Communications Priorities: In order to maintain our focus on the PTSA goals, communications will be attended to in the following order of urgency

1. Anything time sensitive (especially regarding student safety)
2. News and information from the RMS principal
3. News and information from the RMS PTSA presidents
4. Items from RMS staff/teachers or RMS PTSA committees/groups
5. News and information from the community at large

In addition, any event promoted must be age appropriate, relevant, and (if not a RMS/RMS PTSA event) free to attend. The communications team reserve the right to edit items for length or move them to other modalities (Bear Tracks to Facebook, refer sender to redirect to Peachjar, etc).

Communications Processes:

* How to get items included in the daily announcements, or onto the reader board/monitors at the school, or onto the tandem calendar: Send item to Scott Hagerman ([SHagerman@lwsd.org)](mailto:SHagerman@lwsd.org)) and cc the principal ([joyoung@lwsd.org](mailto:joyoung@lwsd.org))
* How to get items included in the Bear Tracks newsletter: Items should be submitted to [weekly@rmsptsa.org](mailto:weekly@rmsptsa.org) on or before Thursday for inclusion in the following Monday's publication. (Items submitted after that may be included at the communication team’s discretion.) All items should identify the source. Repeating will only occur on request, and items will be moved to “recurring items” after initial posting.
* How to get items onto the PTSA website: Send to [webmaster@rmsptsa.org](mailto:webmaster@rmsptsa.org). Indicate urgency.
* How to get items onto social media: Send to [socialmedia@rmsptsa.org](mailto:socialmedia@rmsptsa.org). Please include if you would like the item on Facebook, Twitter, or both, as well as preferred date range.
* How to have a flyer published on PeachJar: Guidelines and required form found at <http://www.lwsd.org/util-community/advertising-in-lwsd>
  + For RMS only: send flyer & form to Carol Underwood (cunderwood@lwsd.org)
  + For multiple schools: Use Peachjar uploader or send flyer & form to Chris Robison ([crobison@lwsd.org)](mailto:crobison@lwsd.org))