



DISTRICT COMMUNICATION STANDARDS

UPDATED 6/17/2026

TYPE OF COMMUNICATION	CONTENT	FREQUENCY	SENDER	
VIA PARENTSQUARE	 URGENT ALERTS (Previously Finalsite)	Safety and security announcements	As needed	Campus Admin; RISD Strategy & Engagement (S&E)
	EMERGENCY MESSAGES SHOULD ALWAYS BE SENT THROUGH URGENT ALERTS			
	 SMART ALERTS (Previously Finalsite)	Day of reminders for campus events/ activities	Day of	S&E; Campus Admin
	 POSTS Email, SMS Text, App (Previously Smore/ Finalsite)	Drills attendance notifications; School event cancellations/changes; Request an action (URL)	As needed - users can opt out	Campus Admin; S&E
		Attendance notifications	As needed	Auto-notices
		General announcements	As needed	Campus Admin; S&E
		District Newsletter/Studio Editor	Weekly	S&E
		Campus Newsletter/Studio Editor	Weekly	Campus Admin
		Classroom Newsletter/Studio Editor	As needed	Teachers
		District-wide events	2 weeks before; 1 week before; Day before	S&E
		District programs (athletics, fine arts, xPlore, etc.)	As needed	District staff
		School-wide events; Reminders for the entire student body	2 weeks before; 1 week before; Day before	Campus Admin
		Classroom events and reminders	As needed	Teachers
 DIRECT MESSAGES (Previously Talking Points)	Posts or direct messages; Teacher-to-classroom/family/student	As needed	District staff; Campus Admin; Teachers	
VIA OTHER COMMS TOOLS	 SOCIAL MEDIA Facebook, Instagram, X	Classroom activities, celebrations, community support, events, reminders	At least 3 classroom or celebratory posts per week; Community support, event, reminders as needed/applicable	Campus admin; S&E; Approved Social Media Admin; RISD Insider
	 WEBSITE	Events (dated content) in calendar notices/information in News & Updates	As needed	S&E
	 DIGITAL FLYERS Peachjar	General announcements; Internal and external sources	As needed	Campus Admin; S&E
	 LET'S TALK	Questions, feedback, celebrations	As needed	District staff
	 FOCUS/SEESAW/ SCHOOLGY	Access students' grade book and learning management system	As needed	Campus Admin; District staff; Teachers

All communications dealing with school business must be sent through ParentSquare.