

EMERGENCY COMMUNICATION & PUBLIC RELATIONS

To protect Life School and to support campus principals – Marketing and Communications is tasked with responding to public relations-related media inquiries and emergency communication needs.

CAMPUS SITUATIONS



Leadership learns of an emerging issue



SMS Communication Group Created

The text-message group includes relevant campus leaders, directors and executives.



Message Collaboration

The Director of Marketing and Communication or Director of Campus Leadership creates a working document and begins crafting the message based upon known details.

(Templates are available from previous incidents for many scenarios – lifeschool.net/emergency-templates.)



Group reviews the final message



Marketing and Communication prepares the outgoing messages

The Director of Marketing and Communication (Ryan McElhany) or Communication Specialist (Haley Graham) are both equipped to send outbound communication.

Methods of communication vary by scenario and may include email, phone, SMS, social media, and the alert web page. Methods are noted on the starting template if based upon a previous incident.

All methods are sent in English and Spanish.

SOCIAL MEDIA

In select instances, you may encounter confrontational message, comments or tags on social media. Marketing and Communications is available to assist with challenging situations.

Messages that name staff or students

In situations where a review or comment on a Life School page names an individual, we appeal for the social media platform to remove the post.

Inflammatory comments

Sometimes routine posts may become a platform for unproductive discussion. In select instances, we may disable commenting. We try to avoid deleting posts – maintaining the post as a means of communicating back to the original participants when appropriate.

Off-page tagging

If someone tags a person or profile on their own account, it is not possible to have the post removed. However, anyone can view the person's post, click the 3 dot icon, and "untag" the post.