

# 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 sending emergency communication.

## CAMPUS SITUATIONS



**Campus learns of an emerging issue**



**Campus notifies Director of Campus Leadership**



**SMS Communication Group Created**

Includes relevant campus leaders, Director of Marketing and Communications, Director of Campus Leadership, relevant directors or executives, and Communications Specialist.



**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](https://lifeschool.net/emergency-templates)



**Group reviews the final message**



**Marketing and Communications prepares outgoing messages**

The Director of Marketing and Communication and Communication Specialist 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 template if based upon a previous incident.

All methods are sent in English and Spanish.

## SOCIAL MEDIA

If you encounter confrontational messages, comments or tags on social media, Marketing and Communications can 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**

If routine posts become a platform for unproductive discussion, 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 a personal 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.



## PARENTS EN ROUTE

In rare circumstances where **Parents are on their way to school and Marketing and Communications is unavailable** due to extenuating circumstances, a limited set of template messages are available for the principal to send with the approval of either the Director of Marketing and Communications or Director of Campus Leadership.

Templates are available. – [lifeschool.net/parents-en-route](https://lifeschool.net/parents-en-route)



## MEDIA PR INQUIRIES

In all circumstances where a campus receives an inquiry or comment related to a potential Public Relations issue, the call should be routed to the Marketing and Communications department at Central Office ([marketing@lifeschools.net](mailto:marketing@lifeschools.net)).