

E-COMMUNICATIONS SERVICES



What's New?

Students and staff are accomplishing great things in your district. Let the CNYRIC's public relations team share the good news with your stakeholders. The **e-Communications Support Service** provides districts with remote and on-site communications expertise. Working closely with district administrators, the CNYRIC's public information specialists provide customized communications support including digital content curation, newsletter and e-news production, graphic design, digital signage management, and more.

2016-2017

We Help Districts Increase Community Engagement

WEBSITE DESIGN & DEVELOPMENT

A website is a reflection of a school district's culture and the go-to resource for community stakeholders. Our award-winning **Website Design** service provides districts with a customized, user-friendly, and beautiful website driven by dynamic data. In addition to the home page, secondary pages are designed by the website team, resulting

in a professional and consistent design throughout the website. The CNYRIC provides hands-on website training, as well as phone and email support. All CNYRIC websites include access to **EdEmailer**, a paperless e-newsletter and e-flyer system.

SHOWCASE NEWS WITH DIGITAL SIGNAGE

Our **Digital Signage** service supports digital displays that promote school events, news, social media, and more. The platform is 100 percent **cloud-based** and requires no district server equipment. Display presentations are created by the CNYRIC, and content is uploaded dynamically from a variety of sources.



e-Communications

SOCIAL MEDIA IN SCHOOL DISTRICTS

Our **Social Media** support provides school leaders with the tools to build a successful online district presence. The CNYRIC will guide school leaders toward easily and safely engaging with their school community.

GROW AWARENESS WITH E-NEWS

Strengthen community relations and increase awareness through the production and distribution of district **e-news**. We'll work with district personnel to build a framework for sustainable content creation and help implement best practices to ensure success.

EMERGENCY COMMUNICATION

Quickly communicate important information with parents via **SchoolMessenger Complete**, a parent-notification service for voice, text, email, and social media messages. The service offers fast calling speeds with no restriction on call length. Messages can be sent to home, work, mobile devices, email, and SMS text messages.



#littleRIC TIP

Create a district hashtag (e.g., #bluedevils, #asdpride) to brand your school, tell stories, and increase engagement.

Contact Us | e-Communications

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TAP INTO MOBILE APPS

With parents and community members increasingly on the go, it is important that districts provide information in a format that works well on the latest mobile devices. The CNYRIC collaborates with **SchoolMessenger** and **ParentLink** to create custom mobile apps for districts. The apps are free for community members to download for **Apple iOS** and **Android** devices.

Public Relations Spotlight

“The e-Communications team at the CNYRIC has provided exceptional service to our school district. From the design of our award-winning website to the quality public relations and marketing services provided by the on-site public information specialist, the CNYRIC’s e-Communications services have certainly enhanced our district communications.”

Jarett Powers

Superintendent

Union Springs Central School District

