



# The Ultimate **Summer Communications Checklist**

Summer's coming, but that doesn't mean school communications should take a break! Keep your school community fired up and ready to start the new year strong with these summer communications tips:

## **Family engagement**

Frequent family communication is the secret sauce for maintaining enrollment over the summer.

- Share year-end highlights
- Preview new programs and facility updates for next year
- Provide contacts for summer support
- Promote the benefits of strong attendance habits
- Recommend summer reading lists and local enrichment events

## **Empower faculty & staff**

Don't let your team feel disconnected over the break! Prioritize their growth, share appreciation, and prep for a smooth (and fully staffed) start to the new year.

- Celebrate staff achievements and milestones
- Announce staffing changes and new hires
- Offer professional development, training, and resources
- Share inspirational messages to motivate and re-energize
- Update on new technology, procedures, and operations

## ✨ Communication wins

Craft an engaging, multi-channel strategy to keep your community in the loop all summer!

- Maintain a consistent cadence (weekly, bi-weekly, etc.)
- Use visuals like photos, GIFs, and memes to delight
- Ensure messages are translatable and accessible
- Get interactive with polls and surveys
- Review analytics to identify and re-engage disengaged audiences
- Foster a strong sense of community, trust, and connection
- Align all communications with your brand guidelines
- Welcome everyone back with an exciting kick-off message

## 🏕️ Smore recipe (it is summer, after all)

- Graham crackers
- Marshmallows (toasted)
- Chocolate bars (room temperature)
- Skewers (metal is ideal)
- Ukelele (optional but recommended)



## Bonus tip: Smore it!

Make this summer count. Get started with Smore for Teams to streamline your communication strategy and connect your school community.

[Book a Demo of Smore for Teams](#)