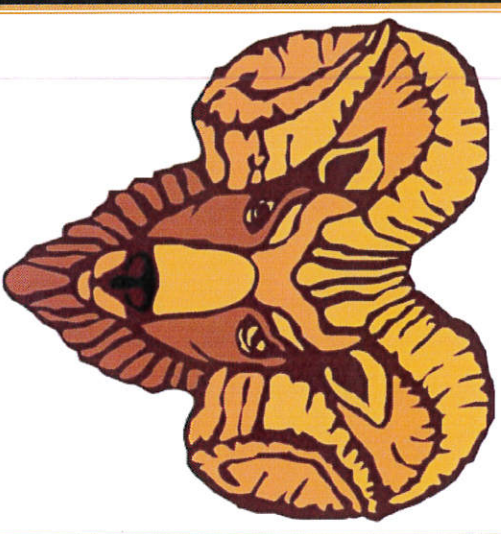


HIGHLANDS SCHOOL DISTRICT

Office of School & Community Relations



*Utilizing online communication
to connect with the community!*

DID YOU KNOW?

Highlands School District utilizes various forms of online and electronic communication with our students, parents and community.

Are **YOU** connected to us?

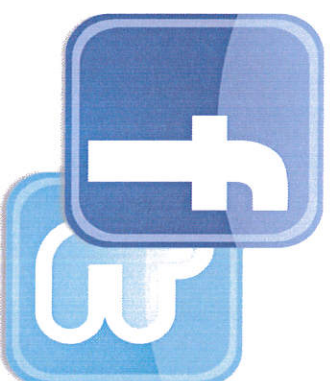
Technology Tools for Communication

■ Highlands School District Website

SOCIAL MEDIA:

■ Facebook

■ Twitter



Highlands District Website

■ District Website www.goldenrams.com

■ PRIMARY FEATURES

- School Building Websites – *School-Specific Information & Teacher Webpages*
- Highlands Virtual Academy Website
- Announcements
- Lunch Menu
- Headlines / Features of Current Events
- Photo Galleries
- District Departments - Services Offered
- Academics
- School Policies & Procedures
- School Board – Members & Meetings
- School Calendar / Upcoming Events
- Staff Directory
- Athletic Information / Facility Usage
- Site Shortcuts and Online Resources

The screenshot shows the homepage of the Fairmount Primary Center website. The header includes a navigation menu with links: Home, Administration, Information, Academics, Parent Involvement, Teachers, Library, Technology, Services, and Calendar. Below the header, there's a large banner image of a group of children and adults. To the left of the banner, there's a sidebar with a 'Site Shortcuts' section containing links like 'Reader of the Month', 'RAMS Random Rewards', 'Bus Safety & Incentives', 'FAIRMOUNT PTO', 'STAFF DIRECTORY', 'Pennsylvania Department of Education', 'GoodSearch', 'Lunch Menu', and 'HSD Volunteer Program - Background Check'. The main content area has a 'Welcome!' section with the text 'Be Proud. Be Golden. We are RAMS!' and a 'Respectful - Accountable - Motivated - Safe' motto. Below this, there's a 'Welcome!' message from the principal, Mr. [Name], and an 'Announcements' section with a 'RAMS READER UPDATE' and a 'SCHOOL WILL BE IN SESSION' notice.

Fairmount Primary Center

*Home * School * Community

Site Shortcuts

- Reader of the Month
- RAMS Random Rewards
- Bus Safety & Incentives
- FAIRMOUNT PTO
- STAFF DIRECTORY
- Pennsylvania Department of Education
- GoodSearch
- Lunch Menu
- HSD Volunteer Program - Background Check

Welcome!

Be Proud. Be Golden. We are RAMS!

Respectful - Accountable - Motivated - Safe

Welcome to Fairmount Primary Center, where our students are "Living to Learn and Learning to Live".

It is always exciting to start a school year and I am especially excited about starting 2012-2013!

As we continue to utilize our Positive Behavior Support model in our building, please ask your children what it means to be RAMS! Also, encourage them to share their RAMS rules and procedures that they have been learning over the first few weeks of school.

Communication is key in all relationships, especially in regards to school and home. Please communicate with your child's teachers and myself in a way that is most comfortable for you. We are here to work with you to ensure your child in school, ready to learn each day.

Announcements

RAMS READER UPDATE: The January drawing for the Fairmount RAMS READER will be on **Monday, January 28**. Please read to, with, or by your child with a favorite book. Complete the simple form and return it to school. We have lots of fun in the library or ask your child's teacher. Last month's winners were K: **Mason Hart**, 1st: **Donal Malone**, and 2: **Harsh Chaudhary**.

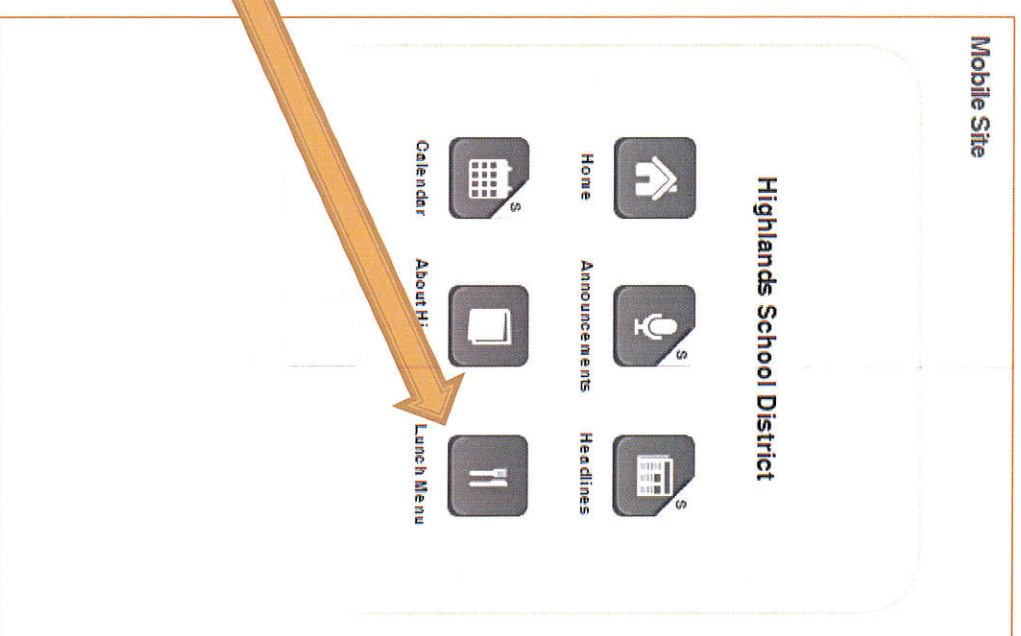
SCHOOL WILL BE IN SESSION on **Monday, January 21, 2013** as a Monday, day for the cancellation on October 30, 2012.

Coming Soon to a Phone Near You!

A Mobile-Friendly Website Format

The district website will
operate like “Apps” on your
phone for easy navigation!

Find out what’s for lunch with
the touch of a button!



E-Alert Communication via Website

District Website E-Alerts

An email message sent to subscribers of the website.

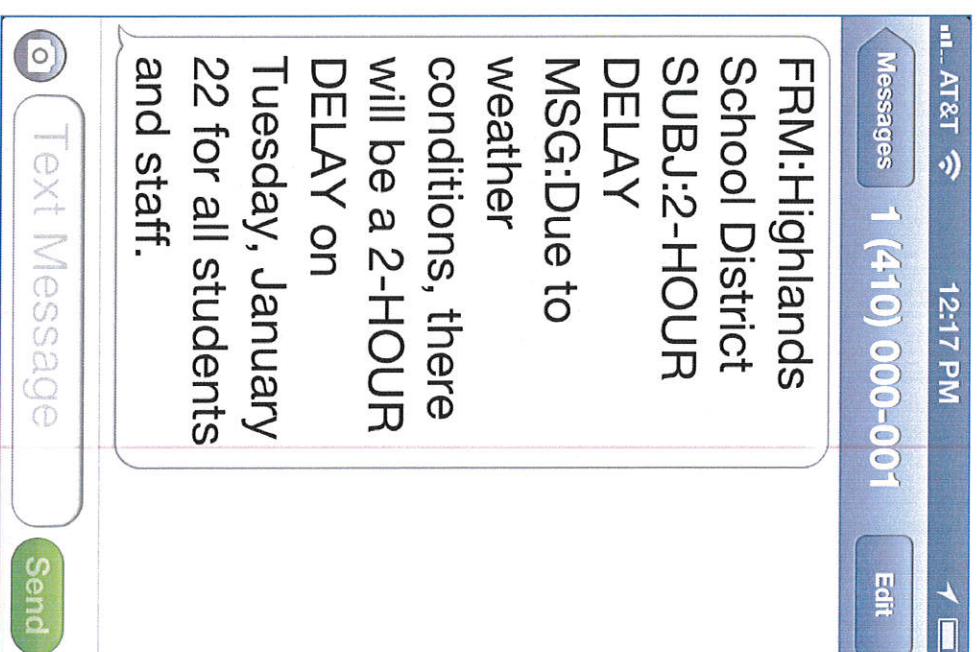
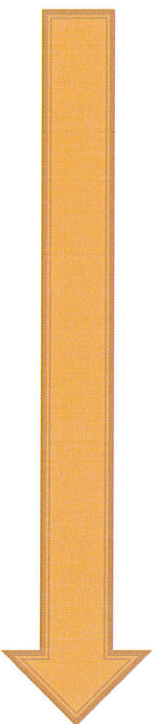
- Periodic Highlights of School Happenings & Upcoming Events
- Announcements of Emergencies, Snow Delays, etc.
- Customize subscriptions for certain areas of website
- SIGN UP FOR E-ALERTS BY CLICKING ON **REGISTER** & follow prompts to **SUBSCRIBE**.



Text Alerts via Website

When subscribing to

E-Alerts through our district website, you also have the option to subscribe to Text Alerts to your mobile phone for emergencies and delays.



E-Alert Sample

CLOSED TUESDAY - Internet Explorer, optimized for Bing and MSN

<https://www.k12.pa.us/> [Reply](#) [Reply All](#) [Forward](#) [Print](#) [X](#) [Close](#)

CLOSED TUESDAY

Highlands School District [jgoldberg@goldenrams.com]

To: Schoolwires Alert Recipients [alertrecipients@schoolwires.com]

UPDATE - TUESDAY, OCTOBER 30: HIGHLANDS IS CLOSED TODAY FOR STUDENTS AND STAFF.

www.goldenrams.com
Facebook & Twitter @highlandsd

School Announcements & Highlights - Internet Explorer, optimized for Bing and MSN

<https://www.k12.pa.us/> [Reply](#) [Reply All](#) [Forward](#) [Print](#) [X](#) [Close](#)

School Announcements & Highlights

Highlands School District [jgoldberg@goldenrams.com]

To: Schoolwires Alert Recipients [alertrecipients@schoolwires.com]

Hello Highlands Family!

REMINDER: SCHOOL WILL BE IN SESSION on Martin Luther King Jr. Day, Monday, January 21, 2013, as a makeup day for the cancellation on October 30, 2012.

DON'T MISS THE RAMS VARSITY BASKETBALL GAME TONIGHT vs. Kittanning at 7:30pm. A special pre-game show will be conducted by the cheerleaders and the pre-K-5th grade girls who participated in the Mini Cheer Camp!

THE REGULAR JANUARY SCHOOL BOARD MEETING will be held on Tuesday, January 22 at 7:00 pm in the High School Library. January is School Director Appreciation Month! Come and thank our dedicated volunteers. All are welcome.

A McDONALD'S FUNDRAISER to benefit the Swim Team will be held on Thursday, January 24 from 4-7pm at the Natrona Hts. location. A portion of the proceeds benefit the HHS Swim Team.

HIGHLANDS GIVES BACK: Don't miss this annual charity concert featuring the Highlands Alumni Big Band & Friends on Friday, JANUARY 25 at 7:00pm at the Middle School. Monetary donations, non-perishable food items, and children's clothing accepted for admission. Concert benefits AVAC Food Bank, Meals on Wheels and the Hope Center.

BE SURE TO CHECK OUT THE FOLLOWING STORIES AND PICTURES ON WWW.GOLDENRAMS.COM HOMEPAGE!

KDKA's Dennis Bowman Visits Fawn Primary
HS Students Participate in "Mentor Morning"
Highlands Celebrates Local Veterans
Middle School Sends Snowflakes to Sandy Hook
NCAA Night at the High School - Jan. 30
Get Help with the FAFSA for College!

DID YOU KNOW?

Highlands is on Facebook and Twitter! Please follow us on both @highlandsd!

Done

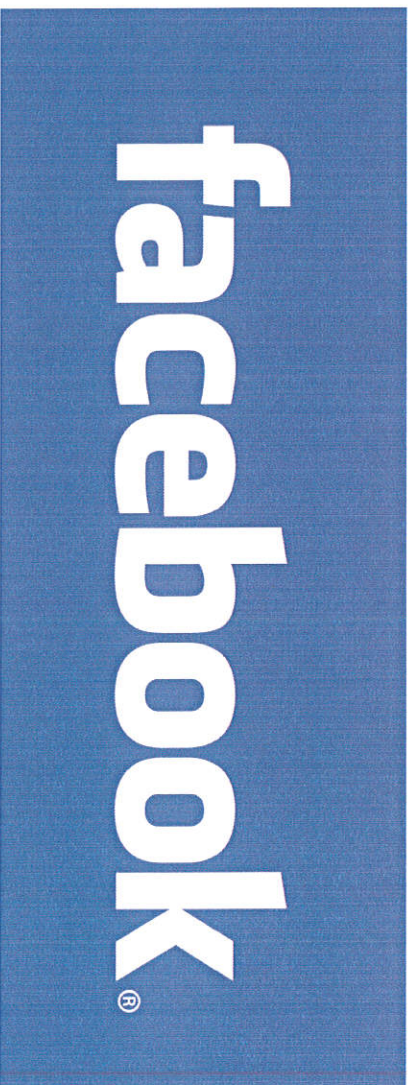
Internet

100%

11:38 AM

***SOCIAL MEDIA: Instant &
Widespread Communication!***

Last year, Highlands School District joined



Today, we have 805 likes!

LIKE US at

www.facebook.com/Highlandssd

Why Facebook?

- Facebook provides Highlands with an online, interactive communication forum with the increasing number of Highlands parents and community members who utilize Facebook. The average age range of our followers is 35-44.
- Status updates may include event reminders and promos, important announcements / delays, pictures, or coverage featured on our website.
- Immediate communication that can be **easily shared** with others any time, anywhere. (Mobile phones, portable electronic devices)



The Highlands Facebook Page

facebook

6

Search for people, places and things

Q

Jennifer Gold



A large banner for Highlands High School's Golden Rams football team. The banner features the text "HIGHLANDS HIGH SCHOOL" in large, bold, white letters with a black outline, followed by "HOME OF THE" in smaller letters, and "GOLDEN RAMS" in very large, bold, white letters with a black outline. The banner is set against a background of a brick wall.

FF

Education

The official page for Highlands School District to promote educational endeavors for students, staff, community members, and alumni.

About – Suggest an Edit

Highlands School District

804 likes · 84 talking about this · 61 were here

✓ Liked

Message

✱

Photos

Likes

804

Map

Events

Highlights

22 Friends

Post

Photo / Video

Our Facebook Page Content

facebook

Search for people, places and things

Highlands School District

January 17 · 🌐

IMPORTANT REMINDER FOR HIGH SCHOOL PARENTS/DRTVERS:
During morning drop-off, please proceed toward the rear parking lot area first, turn around, and then drop off your student at the pool/gym doors entrance. This will help alleviate congestion and traffic back-up near the parking lot entrance and door area and provide a safer entry for the students walking into the building. Thank you for your cooperation!

Like · Comment · Share

Beth Ann Kendra, Michele Szczepanski, Wendy Schafer Kovacs and 4 others like this.

Richard Holmes Noooooo
January 17 at 5:39pm via mobile · Like

Write a comment...

1

Highlands School District

January 15 · 🌐

KDKA's Dennis Bowman Visits Fawn (3 photos)
Fawn Primary Center welcomed Dennis Bowman to the school today and donated \$350 toward KDKA's Turkey Fund.

See All

Highlands School District

January 16 · 🌐

MCDONALD'S FUNDRAISER to benefit the Highlands SWIM TEAM - Thursday, Jan. 24 from 4-7pm. Eat in or drive-thru. A portion of the proceeds will benefit the Swim Team. Please spread the word! We appreciate your support!

Like · Comment · Share

2

Activity Recent

Highlands School District created Highlands Gives Back Alumni Big Band Concert.

Recommendations

Write a recommendation...

Misty Chybrzynski
The OFFICIAL Facebook page for Highlands School District P...
👍 1 · over a year ago

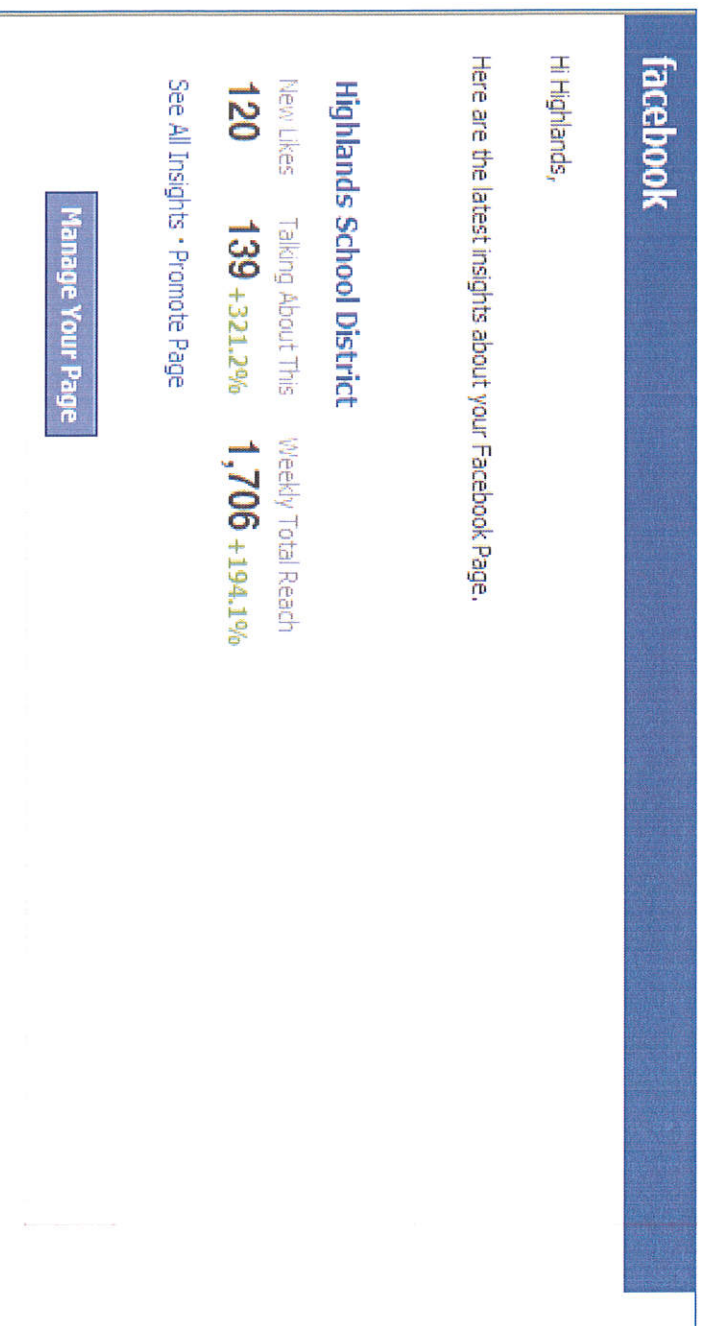
Jennifer Goldberg
NEW! Official Highlands SD Facebook page
👍 3 👎 2 · over a year ago

Billy Craig
Hey, grab some tunes for your elementary school kids...tha...
about 5 months ago

Jennifer Gold

Facebook Fact

- On 1/16/13, the weekly total reach of our Facebook page was 1,706 people! The "Weekly Total Reach" is the *actual* number of people who have seen our content, which is aggregated by adding all the people ("friends") each shared post has reached.



Twitter: Popular with Teens

Last year, Highlands School District joined



Today, we have 238 followers!

(of which 19 are new followers since yesterday's tweet about the delay)

FOLLOW US at


www.twitter.com/Highlandssd

Why Twitter?

- Highlands can communicate instantly with its followers - primarily comprised of students. About 85% of our Twitter followers are students.
- “Tweets” are short bits of information. Often a tweet is a reminder or a link to information featured on our website. For Highlands, sending one Tweet is like sending a mass text to 238 people!
- Followers can also “retweet” your information to their friends and followers.



The Highlands Twitter Page



Have an account? [Sign in](#)

[Tweets](#)

[Following](#)

[Followers](#)

[Favorites](#)

[Lists](#)


Follow Highlands SD


Full name

Email

Password

Sign up





Highlands SD

@HighlandssD

The official Twitter channel for the Highlands School District.
Natrona Heights, PA · <http://www.GoldenRams.com>

124


TWEETS


5

FOLLOWING

219

FOLLOWERS

 Follow




Highlands SD

@HighlandssD

REMINDER: School will be in session on Martin Luther King Jr. Day, Monday, January 21, as a makeup day.

13 Jan



Highlands SD

@HighlandssD

Support the HHS Swim Team! Get dinner at McDonald's on Jan. 24 between 4-7pm. The team will get a portion of the profits! Spread the word!

15 Jan

Overall Benefits of Online Communication

- Immediate
- Frequent
- Flexible
- Provides for Two-Way Communication
- Unlimited Space for Web Content (ie: photos)
- Easily Shared
- Mobile-Friendly
- Data Analysis Available
- Cost-efficient



Are YOU

connected to us?

STAY CONNECTED TO US!



www.goldenrams.com

Make sure to subscribe to receive E-alerts!

www.facebook.com/HighlandssD

www.twitter.com/HighlandssD

Facebook and Twitter @HighlandssD

Questions? Email igoldberg@goldenrams.com