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WE HELP YOU PLAN FOR

Snow Day Success

Calling off classes due to bad weather will send a family's schedule into turmoil, and it ***happens almost every year, at nearly the same time.***

Planning ensures your team is ready to respond in the early morning hours and those stressful afternoons when decisions need to be made. Preparing graphics, social media captions, and press releases makes the process of informing families simple once that difficult decision has been made.



Social Post & Web Banner

Prepare ready to go content before the first flake of snow.



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+ Social Media Posts Graphics and Copy

Prepare social media graphics and captions prior to the first flake of snow. Having consistent, branded visual posts allow families to quickly identify schedule changes in their social media feed.

- Early Out • Delayed • Canceled
- Hard Surfaces Only
- Link to decision-making information on your website

+ Website Banners

When snow or ice collects, families have one question. What is the schedule today? Adding a banner or popup to your website answers that question immediately saving phone calls and confusion.

- Early Out • Delayed • Canceled
- Hard Surfaces Only

+ News post for your website and press release to local newspapers

Community members don't always understand how carefully you make decisions about weather-related delays and closures. Sharing your decision-making process in advance, instills confidence that helps build support throughout your district.

- Explanation of your decision making process