

Campus & District Promotions Guide

Serve—and keep—your audience!

District and campus communications must be concurrently brief and robust. We need to give our audiences all the information they want in a short enough medium to keep their attention in a busy world.

Campus Newsletters

Principals or a designee should prepare a mobile-friendly newsletter in the district-provided template, to be sent weekly via email throughout the school year. **Content should be campus-based only**, but always include a button or link to view district and community info at www.midwayisd.org/CommunityBoard. Campus announcements and news may be sent as separate emails from the newsletter as needed.

District Newsletters

The district-wide News to Know will be sent twice a month throughout the school year. A separate version for staff and parents will be created if content dictates the need. The district newsletter will include info provided from district departments as well as organizations' info intended to reach other campuses (e.g. events, fundraisers, and camps).

Campus Calendar

Each campus updates the web-based calendar through MySchoolBuilding when reserving rooms. Organizations should submit promotional graphics when requesting reservations or send to the campus secretary to update the event listing.

Graphics

Graphics are not required for promotional purposes, but are recommended for catching audience attention. **All district newsletter graphics must be submitted to the District Communications Team in a 2x1 ratio (wxh) as a JPG or PNG.**

- The recommended resolution is 1024w x 512h.
 - Do not include small fonts or a plethora of text. Keep it simple!
 - Include a link to more info online.
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The Communications Team will include your graphic in newsletters leading up to your event. The Team will place your graphic, if applicable, to:

- District newsletter
- Digital sign on Hewitt Drive & Panther Way
- District Facebook
- District Twitter
- District or campus website homepage

You are encouraged to post your graphic on your own to:

- Submit event to your campus website calendar (through MyLocker > MySchoolBuilding or through campus front office)
- Web-based community board (www.midwayisd.org/communityboard)
- MISD Buy & Sell (in Schoology)
- Create a Facebook Event; you can even tag Midway ISD or your campus as the co-host of the event (*the 2x1 ratio is excellent for Facebook event cover photo*)
- Your organization's/group's/campus's Facebook and Twitter; you can tag Midway ISD and we will not block any school-appropriate tags
- Submit events to community calendars at news station and city websites
- MHS organizations can add the 2x1 graphic to on-campus digital signage in main hall

Non-digital promotions

Flyers:

Official Midway organizations may provide flyers to be posted in a designated area or distributed on any MISD campus. (e.g. Goal Tenders camp flyers may be provided by GT to be distributed to elementary students at MISD campuses.)

Yard signs and Banners:

Official Midway organizations may provide yard signs or banners to be placed in a designated area at any Midway campus for a maximum of two weeks. Principals will designate the area for yard signs to be placed on their campus. Yard signs may be removed at the principal's discretion for any reason at any time.

All yard signs and banners must be:

- Midway-centric; Fundraisers involving businesses must indicate that it is in fact a Midway fundraiser. *In other words, a restaurant fundraiser night for a Midway organization needs to include the Midway group name and/or "Midway Eats." The sign cannot solely have the restaurant name on it.*
- Midway-branded: Any publications produced by Midway organizations must abide by Midway branding guidelines. *In other words, you don't have to include a logo, but if you do, it must be the correct one.*