Communication During COVID-19: Tips and Examples

Effective communication is more important now than ever before. Here are some best practices from our LACOE Communications team:

**Use social media:** Document the good stuff. People are online 24/7. To build awareness, push social on all channels (YouTube, FB, Twitter, Instagram, TikTok, etc.). The trend now is more people clicking on “distraction” stories than COVID-19 stories. They want to see good news, people helping people, smiling kids, etc. Check [this blog](#) for some ideas.

**Find your audience:** A big mistake is not first figuring out your audience—do you want to reach teachers, parents or kids? You can post on Facebook, but that’s not where kids are. On TikTok or YouTube, you won’t find teachers or parents. Find the right channel to reach the right audience.

**School as messenger:** Make sure that families and community get their news from you, not the rumor mill or blogs. The district leader and even principals should get in the habit of creating daily videos with a morning message. Send it out on social media, as well as email.

**Social Emotional Learning for kids:** A big part of what’s going on is a feeling of isolation and being cut off. A few ideas:

- Have teachers call kids directly. Talk to them one-on-one to see how it’s going, what they’re doing, what they need. Take pictures to put on social media.
- Encourage teachers to do more video sessions with their classes so kids can see one another. Many teachers are using [Flipgrid](#).
- Have teachers hand-write letters to kids and mail them.
- Create an exercise challenge—have coaches/gym teachers reach out with goals for kids and encourage them to create daily exercise journals. Make it fun by creating a contest and encourage kids to post videos and share ideas for movement while in quarantine.

**Campaign:** Launching a campaign is a good idea, but there is a lot of information coming at people right now. Consider using an existing campaign to share your message. Try these:

- Daily contest
- Invite kids to post their artwork
- Video challenges
- Invite parents to post their home videos of past school plays or performances

**Something to build community:** Create a Spotify playlist that is open to the community and set up so people can add to it.