

WRITING FOR BUSY FAMILIES:

A Summary of Best Practices



**USE
FEWER
WORDS**



**MAKE THE
LANGUAGE
AND
READING
LEVEL
ACCESSIBLE**



**MAKE THE
PURPOSE
AND KEY
INFO
OBVIOUS FOR
SKIMMERS**



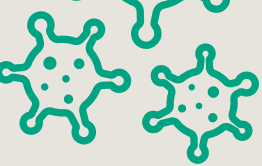
**MAKE
RESPONDING
EASY**



**FORMAT SO
IMPORTANT
INFO
STANDS OUT**

The Communications Network, [Writing for Busy Families](https://youtu.be/gU8YpCGUhFw),
<https://youtu.be/gU8YpCGUhFw>

**MISSISSIPPI
FIRST**



WHEN NAVIGATING A CRISIS

SCHOOL DISTRICT MESSAGING

School districts must again communicate policies around masks, in-person instruction, and vaccinations. A carefully considered communications strategy can reduce anxiety and frustration for students, families, and staff, regardless of the choices a district makes.

VALIDATE EMOTIONS, EXPRESS EMPATHY.
 "These new infection rates worry us, too."

SHARE UNCERTAINTY.
 "We don't know yet if we will have to move to virtual school."

EXPLAIN YOUR RATIONALE.
 "We will require masks as long as COVID is spreading rapidly. It is the only way to keep young children safe."

SHARE DILEMMAS.
 "We know children learn best in classrooms, but we also must consider their safety when COVID is spreading so rapidly."

GIVE PEOPLE THINGS TO DO.
 "Help us by staying masked in public, getting tested if you have symptoms, and getting vaccinated."



APOLOGIZE FOR ERRORS.
 "We initially believed we could have a mask-optional policy. We are sorry that is no longer the case based on outbreaks."

