



Crafting an effective message

When crafting an effective message, pin-up or post, consider the following:

Questions	Considerations	✓
Who is my audience ?	<ul style="list-style-type: none">• Announcement vs. conversation	
What is the purpose of my message?	<ul style="list-style-type: none">• Considering what purpose the message serves is important. Such as getting more parents to attend an event, highlighting student work, assigning students a task, etc.	
When is the best time to send my message?	<ul style="list-style-type: none">• Consider when your message will have the greatest impact and wider reach	
Is my message simple and to the point?	<ul style="list-style-type: none">• Make sure your message is specific and easy to understand, and has clear, actionable language	
How can I personalize my message to make it compelling?	<ul style="list-style-type: none">• Add visuals, attachments, etc. to enhance the appearance of your message	

Examples:

Ineffective message: 2pm: Class announcement: *S.6 Conference starts today after school, please come at your designated time.*

Effective message: 8am: Parents: *Our senior 6 parent-teacher conference begins next week! I'm looking forward to discussing your child's progress in reading and setting goals for the final term! The students can't wait to show off their recent exam results and science projects! [attach student work photo]. You can sign up for a time using the attached link. [include link to sign up sheet]*