

What's Working for School Communication and Engagement

How do your district or school communication efforts compare to those of your peers? The results of a new national survey reveal six key findings to support your investment in K-12 communication channels, social media, reach and equity.

COMMUNICATION CHANNELS



59%

listed either **email** or **SMS text** as most effective



70%

rank **Facebook** as their most effective social channel

REACH & CONTACTABILITY

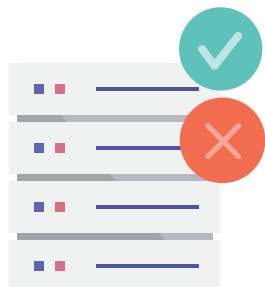
ONLY 39%

report reaching **90% to 100%** of parents & guardians



ONLY 1/2

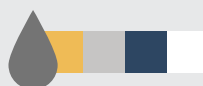
of districts can communicate effectively with **non-English speaking** families



52%

track **contactability** with their comms system

BRANDING & MARKETING



36%

report that branding and marketing are a top priority

Read the Full Report:

Benchmark Survey: What's Working for School Communication and Engagement
(<https://links.psqr.io/benchmarksurvey>)