



EBOOK

Ignite Data-Driven School Communications with Smore



If there's one thing our marshmallow mascot Smorinio knows, it's that effective school communication is the key to building strong relationships with families. After all, keeping everyone feeling warm, toasty, and in the loop is how you get that perfect engagement!



But managing all those fragmented communication channels can feel like a brutal roast. 🔥 Emails here, paper handouts there, plus a million in-person meetings to coordinate? It's no wonder so many districts struggle to reach every family effectively.

The truth is, consistent school-home communication leads to outcomes like higher attendance, improved academics, better behavior, lower dropout rates, and more college-bound kiddos. Why? Because when families feel included and informed, they develop a sense of trust in their school. And trust is the secret sauce for getting families to support their child's learning journey.

So what's a committed educator to do? Simple—adopt Smore's centralized, data-driven communication framework! It's the perfect solution for consolidating insights, optimizing strategies based on real metrics, facilitating collaboration, and fostering a culture of continuous improvement across your entire district.

Let's dive into the details!

"Smore is THE SOLUTION to all my school communication needs!"

—Anna Sabido
Testing Coordinator and Newsletter Editor

Why Data Matters for Communications

Before we get into the “how,” let’s look at the “why!” When you have a data-driven communication framework powered by Smore, making informed decisions for your district becomes a piece of cake...or a s'more, if you prefer!

"We love the opportunity to get analytics about the information we are sending out."

—Stephanie Kane, Director of
Preschool Programming

When families are regularly kept informed on school activities, schools are able to:



Make data accessible and actionable for smarter decision-making



Ditch the guesswork and use real metrics to guide your communication strategies across buildings and grade levels.



Enable continuous improvement through measurement



Easily track what's working and what's not, then tweak your approach in a few clicks. Optimizing communications is a breeze!



Facilitate collaboration and knowledge-sharing



Break down silos by giving everyone from Superintendents to teachers a window into district-wide engagement insights.

Just think how much more impactful your communications could be with the ability to analyze, iterate, and align as one united front.

Smore's Analytics Dashboard: Your Data Command Center

The star of Smore's analytics capabilities is the **Management Dashboard!** This is where the magic happens, giving you a comprehensive view of your communications across the entire district.

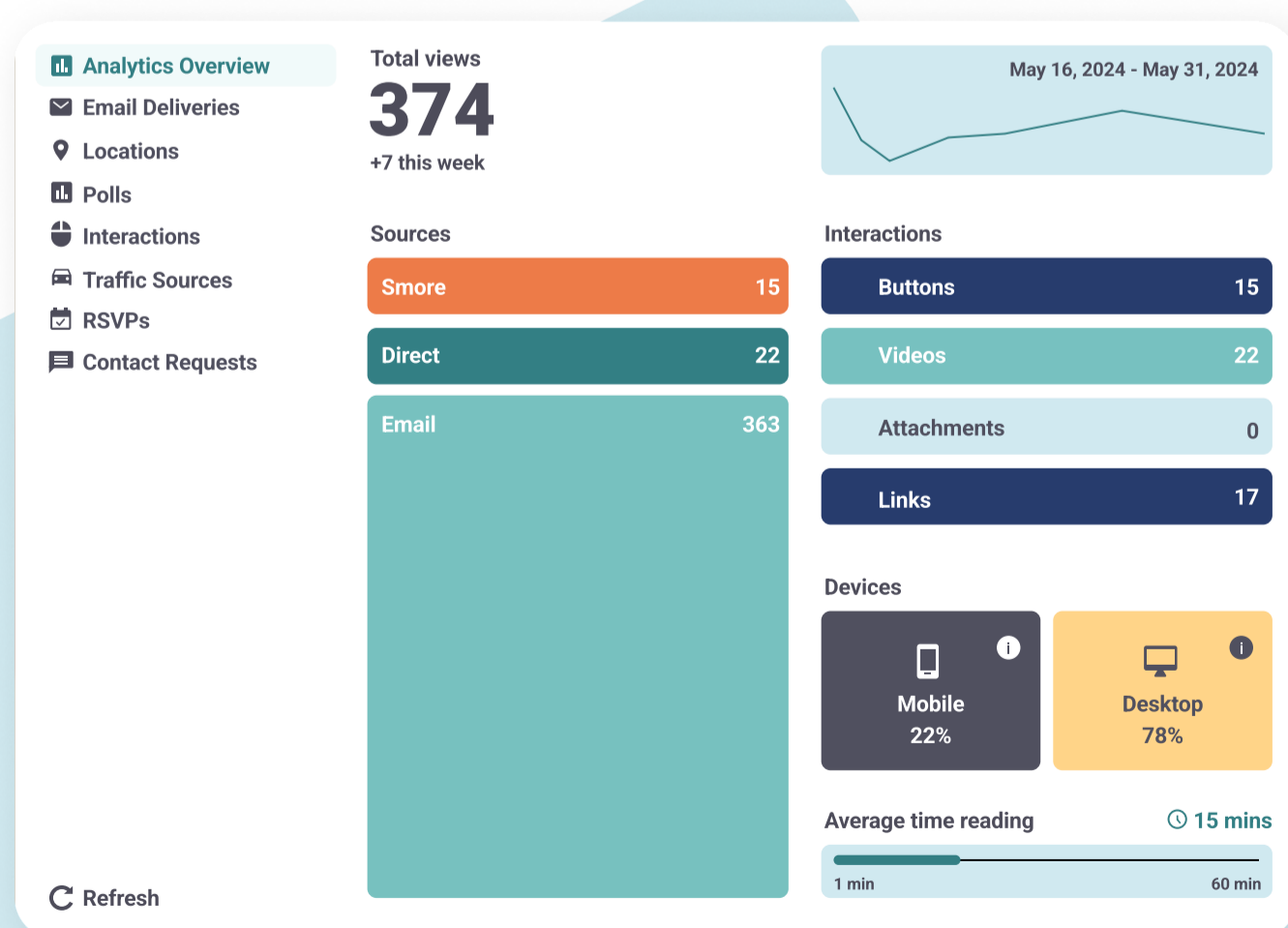
With just a few clicks, you can dive into engagement metrics for each and every newsletter, no matter if it was sent district-wide or from an individual teacher's classroom. See open rates, click-through data, popular topics, top-engaging formats, and more! It's like having a high definition lens to get a sharp view of what's resonating with your families.

"I love being able to track interactions and which teachers are opening/reading my newsletter the most."

—Rebekah Engleright,
Instructional Coach

But that's just the start. The Management Dashboard also lets you consolidate all those insights to gain a district-level pulse on your communication efforts. Are certain buildings or grade levels struggling with engagement? Which principals or teachers are knocking it out of the park? With cross-linked data at your fingertips, you can identify strengths, opportunities and enable targeted coaching.

Whether you want a broad overview or a granular look, the Management Dashboard serves as your comprehensive data command center, dishing out all the insights you need to optimize your strategies.

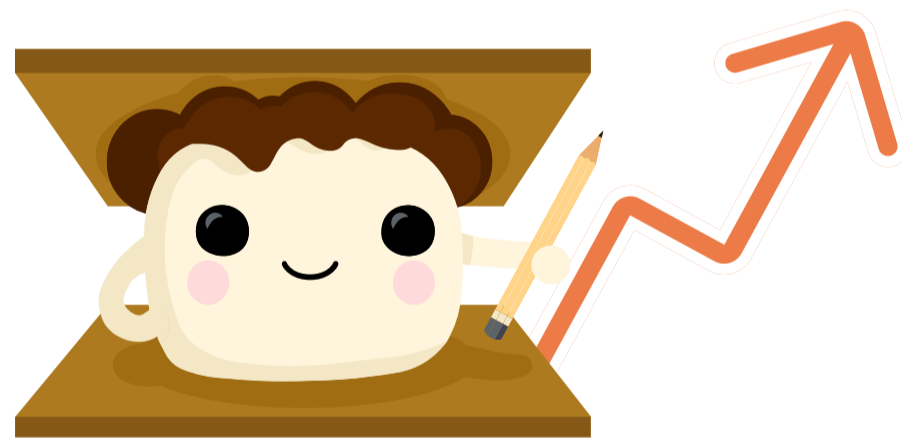


Using Data to **Optimize** Your Communication Strategy

With all those insights from the Management Dashboard, you're now primed to optimize your communication strategies for maximum engagement. Time to put that data to work!

The first step is to analyze those metrics and identify what's heating up with families and what's leaving them cold. Are certain topics or content formats driving more opens and clicks? When are your peak engagement windows? With Smore, you can take a nice big analytical bite out of all that data.

Once you have a handle on strengths and opportunities, you can start tailoring and tweaking for the win. Try mixing up send times, content themes, media types, and more to see what resonates. And don't forget the magic of A/B testing—run newsletter variants to double down on those sweet spots.



"Now I can see what strikes a chord with my readers and where my newsletters are being shared."

—Patricia Kauffman,
Occupational Therapist

But optimization doesn't stop there! Implementing a cyclical process of measurement → iteration → measurement allows you to continuously refine your strategies. Think of it as an endless s'more-making rotation—adjusting the marshmallow toastiness, playing with chocolate to graham cracker ratio, and a sprinkle of whacky flavors here and there (key lime pie s'more, anyone?) Eventually you'll achieve that perfect, could-eat-a-million-of-them blend.

The best part? Having a data-driven framework makes this delicious cycle of optimization super easy for your busy educators to manage at any level—from the district office to the individual classroom.

Facilitating District-Wide Collaboration



With Smore's communication tools, you can bring the whole district together like one big happy family roasting marshmallows over the campfire (did we go too far with our s'more analogies here?).

By providing a common platform and consolidated data view, Smore allows you to easily share best practices across all your buildings and teachers. Spot a principal or classroom teacher absolutely crushing it with amazing newsletters? With a couple clicks, you can share those templates with your whole team!

This level of transparency and collaboration is key for getting your entire district aligned around common goals and initiatives. When everyone's on the same page, you can drive meaningful change as one united force.

Before Smore, it was hard to get information out to all families. Now, I not only reach all families but love seeing their interactions with them! Smore is amazing!

—Christina Sabala, Teacher

Getting Started with a Data-Driven Approach

Ready to implement a data-driven communication approach in your district? Here are some tips from Smore to ensure a smooth rollout:

1) Rally Stakeholders

Share the vision for a new consolidated approach with principals, teachers, and families. Provide visibility into the platform's powerful engagement metrics.

2) Build Data Literacy

While the tools are user-friendly, training goes a long way. Organize hands-on workshops so everyone feels comfortable analyzing data and putting insights into practice.

"I refer all my principal-friends to Smore because its templates save a ton of time and I love the ability to track how many readers we have each month."

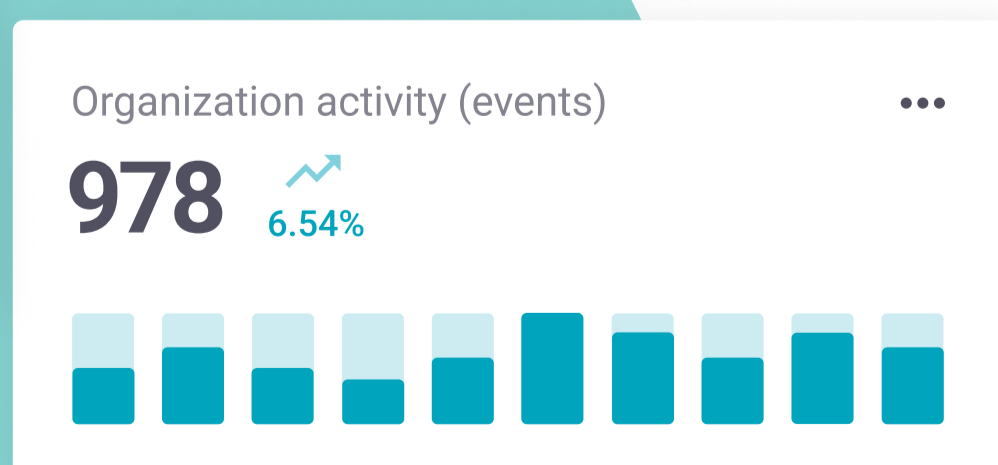
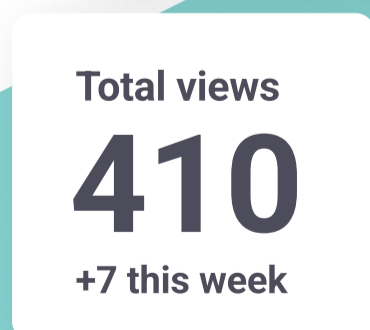
—Kristen Smith, Principal

3) Map Out Processes

Work with stakeholders to establish measurement cadences, collaboration workflows, and communication guidelines upfront. This provides crucial structure.

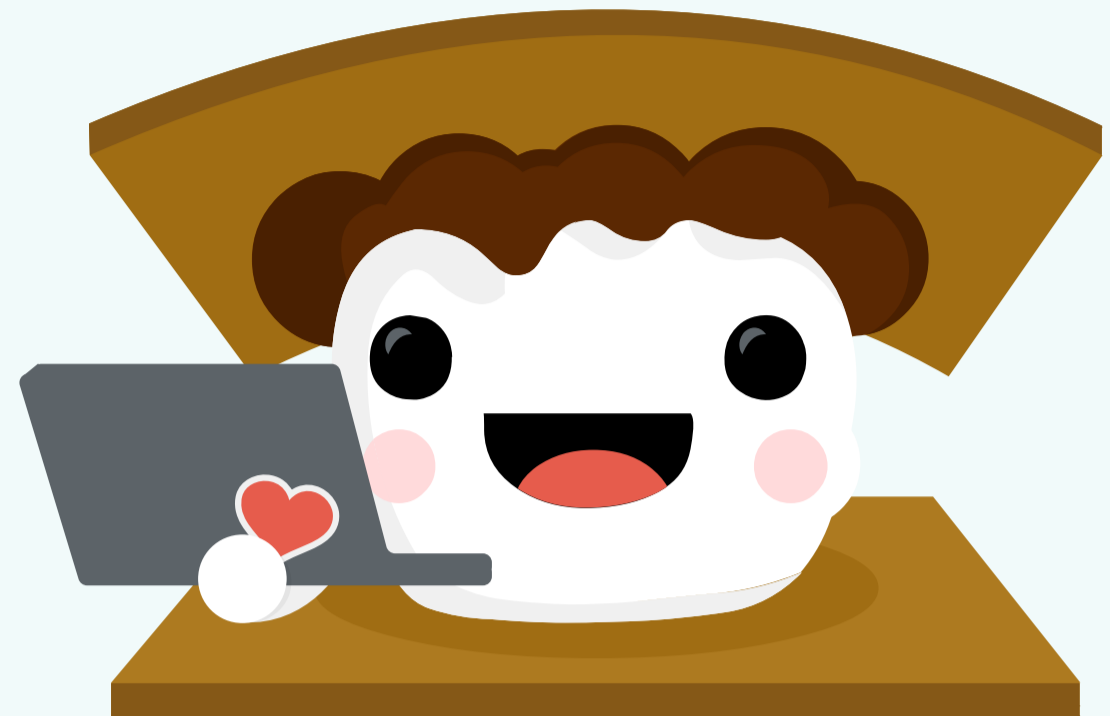
4) Embrace Simplicity

You don't need to be an expert to start leveraging data-driven communications effectively. Once set up, the tools make it easy to analyze, iterate, and facilitate feedback loops. And for an expanded set of communications tools, Smore is fully integrated with the SchoolStatus Connect platform.



The Smore team is here to provide guidance and ensure your data-driven approach is a success from day one.

Reach out and get started with **Smore for Teams**—the path to more engaged students, families and educators awaits!




Teacher Appreciation Week
May 6-10 (Teacher Appreciate Day is May 9)


Let's Communicate Our Gratitude

Teaching is a hard job, and teachers merit recognition and respect. Communicate that recognition during National Teacher Appreciate Week — and every week! Reflect on how much appreciation you show, how regularly, and learn more ways to be mindful of how hard teachers are working.

Teacher Appreciation Week

 Smore Templates

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WELCOME BACK!
Back to School 2023-2024

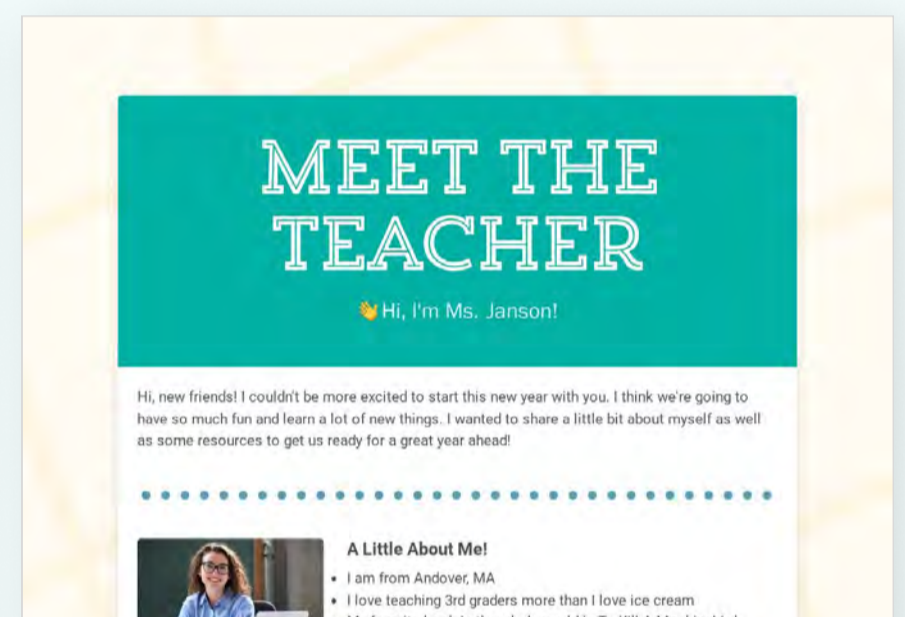
LET'S GO TO SCHOOL

Schedule for Week 1

Welcome Back to School

 Smore Templates

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MEET THE TEACHER
Hi, I'm Ms. Janson!




Hi, new friends! I couldn't be more excited to start this new year with you. I think we're going to have so much fun and learn a lot of new things. I wanted to share a little bit about myself as well as some resources to get us ready for a great year ahead!

A Little About Me!

- I am from Andover, MA
- I love teaching 3rd graders more than I love ice cream
- My favorite book in the whole world is To Kill A Mockinbird.

Meet the Teacher

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Contact us today for a personalized walkthrough of Smore for Teams.

Learn how we can support your district and school communications!

Schedule a Demo