



LAKE ORION COMMUNITY SCHOOLS

Communications Outlets



Website

LAKEORIONSCHOOLS.ORG

LakeOrionSchools.org hosts all school/district information. Tabs are across the top of the district/school pages. Quick links are in the upper right.



App

ITUNES/ANDROID

A mobile phone app provides a quick-hitting version of LakeOrionSchools.org. It is available on [Apple App Store](#) and in the [Google Play Store](#).



Flyer Distribution

PEACHJAR

Peachjar is the district's digital flyer distribution. Events and relevant educational/community topics that originate outside of the district's schools are available as a resource to families.



Email

SCHOOL MESSENGER/DIRECT EMAIL

LOCS uses School Messenger to communicate from the district, school and teacher level.

- **District-level messages:** Topics that affect a majority of the nearly 7,000 students, such as snow days, district-wide events like Parent University programs and messages from the Superintendent about important issues.
- **School-level messages:** Feature school newsletters from the principal, information following safety drills, and in-school opportunities such as athletics and after-school opportunities.
- **Teacher-level messages:** School Messenger topics include introductory messages, classroom-related events and academic reminders at the elementary level. Teachers across the district also use their staff email accounts to communicate directly with families about class messages and individual student issues.



Phone calls/Text messages

SCHOOL MESSENGER

LOCS rarely uses automated phone calls or text messages at the district level, usually in cases of significant and time-sensitive issues. Examples: closures for weather or a facility problem. Settings can be adjusted in the School Messenger account. School and teachers may use text more often through School Messenger or other messaging apps.

Social Media

TWITTER, FACEBOOK, INSTAGRAM, YOUTUBE

Social media allows LOCS to quickly reach families.

- **Twitter** ([@lkorionschools](#))
- **Facebook** ([Lake Orion Community Schools](#))
- **Instagram** ([@LkOrionSchools](#))
- **YouTube** ([LakeOrionCommunitySchools](#))



Method/Purpose: Twitter is for information, Facebook for conversation, Instagram for visualization, and



YouTube for video interaction. LOCS Communications can assist.