



LAKE ORION COMMUNITY SCHOOLS

Communications Outlets



Posts/Messages

PARENTSQUARE

LOCS uses ParentSquare in two ways (Posts and Messages) to communicate from the district, school and teacher level.

- **District-level messages:** District newsletters that feature topics that affect a majority of the nearly 7,000 students, such as snow days, district-wide events and messages from the Superintendent about important issues.
- **School-level messages:** School weekly newsletters from the principal, information following safety drills, and in-school opportunities, including athletics and after-school opportunities.
- **Teacher-level messages:** Elementary class and middle school team newsletters and updates include class-related events and academic reminders. ParentSquare also features direct messaging for staff to communicate directly with individual families about their student's issues.



Automated calls/Text messages

PARENTSQUARE

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. Notifications can be adjusted through the ParentSquare account. Contact information should be updated in the family PowerSchool account. School and teachers may use text more often through ParentSquare.

Social Media

X, FACEBOOK, INSTAGRAM, YOUTUBE



Social media allows LOCS to quickly reach families.

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



Method/Purpose: LOCS uses social media primarily to share information from the district and celebrate learning. The district does not allow comments on its posts.



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](#).



Digital flyers

PEACHJAR

Peachjar is the district's digital flyer distribution with events and educational/community topics that originate outside of the district's schools.



Photos

FLICKR

Flickr is the photo gallery website that LOCS uses for larger photo events. The images are publicly available and downloadable.