



Communicating with
Consistency, Accuracy, and Purpose.

SFDRCS Communication Plan

Why We Have a Communication Plan



Our Goals

- Build public trust
- Keep families informed
- Maintain transparency
- Promote student and staff success
- Protect the District's brand
- Ensure accurate and timely communication

Our Mission

Every communication represents SFDRCIDSD.

Our communications should always be:

- Accurate
- Timely
- Professional
- Consistent
- Respectful
- Inclusive



The Public Information Office

We are the official source for District communications.
Responsibilities include:

Media
Relations

Social
Media

District
Website

Branding

News
Releases

Photography
& Video

Public
Information
Requests

Crisis
Communications



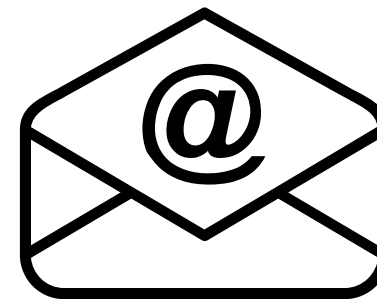
How We Communicate



Text Alerts



Social Media



Email



Youtube/
Live Streams



Digital
Signage



Local Media -
News Releases



SFDR CISD Website



Channel
1301

Communications Flow Chart

Superintendent

Dr. Carlos Rios

Chief Administrative Officer

Charles Garabedian

Director of Communications

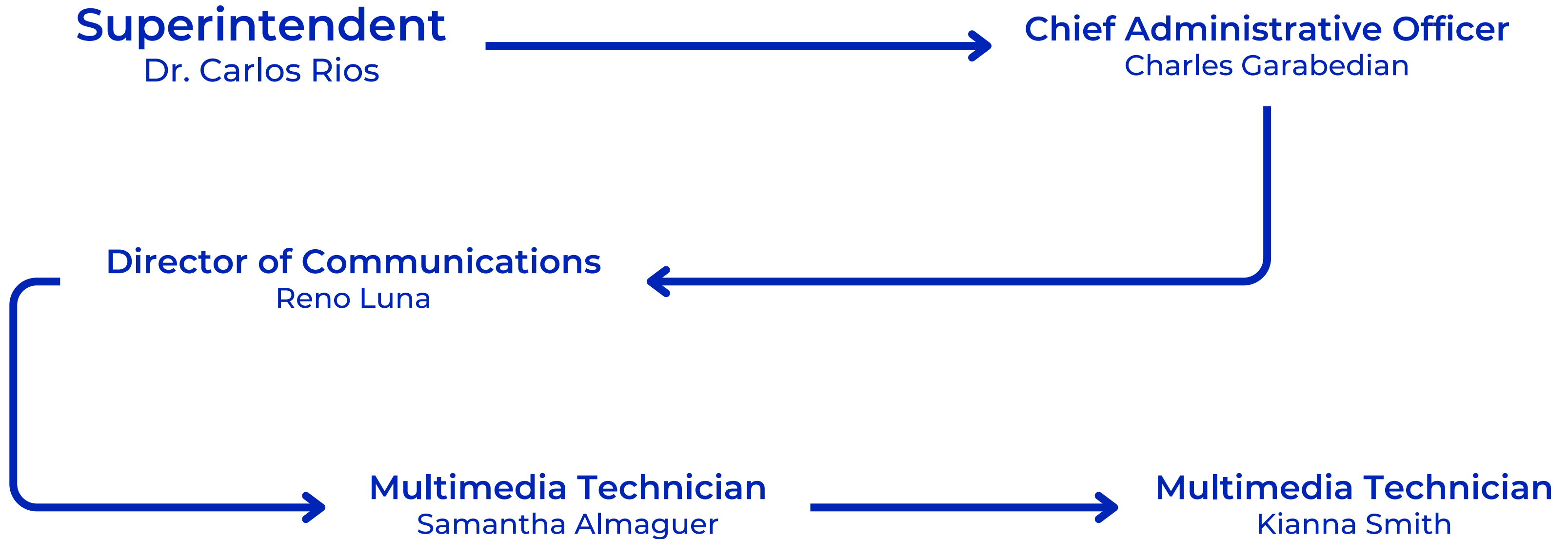
Reno Luna

Multimedia Technician

Samantha Almaguer

Multimedia Technician

Kianna Smith



Campus Key Communicators

Their job is to help tell the story of their campus.

Responsibilities:

- Submit photos
- Submit videos
- Share student achievements
- Share staff recognitions
- Notify us of upcoming events
- Coordinate media opportunities

Think:

"If it's worth celebrating,
let us know."



Campus Webmasters

Responsible for keeping webpages current.

Responsibilities:

- Update information
- Remove outdated content
- Submit edits
- Ensure accessibility
- Follow branding guidelines

Who Makes a Great Webmaster?

- Tech-Savvy
- Efficient & Organized
- Quick Learner
- Detail-Oriented
- Collaborative & Easy to Work With

A great webmaster keeps information accurate, current, and accessible while serving as a reliable connection between their campus and the Public Information Office.

What Should You Send Us?

Academic
Success

Fine Arts

CTE

STEM

Awards

Scholarships

Community
Partnerships

Student
Leadership

Teacher/Staff
Spotlights

Special Events

Communication Standards

One District. One Brand.

Standards

- Use approved district logos
- Do not alter logos
- Use approved district colors
- Use approved campus logos
- Maintain a consistent visual identity
- Submit questions to the Public Information Office



Before You Publish...

A checklist....

- Is it accurate?
 - Is it current?
 - Does it follow branding?
 - Are media release permissions verified?
 - Is it accessible?
 - Has the Public Information Office reviewed it?
-

Working Together

Communication is everyone's responsibility.

When we work together, we:

- Celebrate our students
- Support our staff
- Inform our families
- Strengthen community trust
- Protect the SFDRCSISD brand



Our Team

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