



## How to create effective newsletters for your school

In this short guide, we take a look at some of the ways you can revamp your school newsletter, and what type of content you should – and shouldn't – be including.



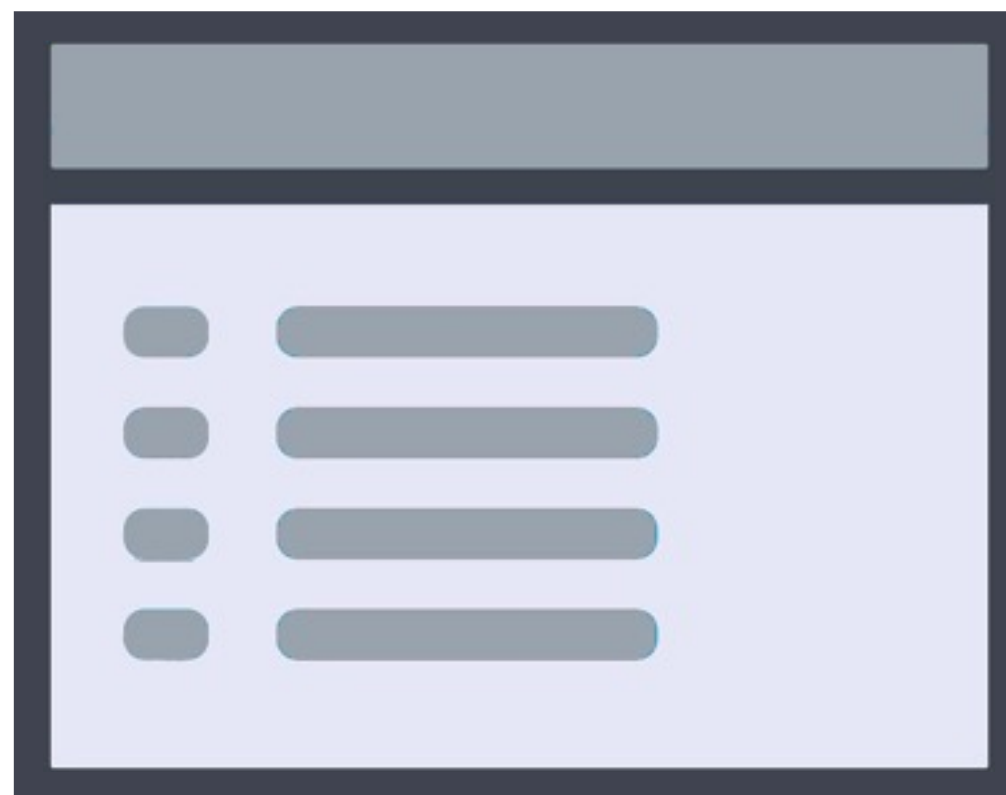
## Creating effective newsletters

Do you use newsletters to share news with parents? It's now easier than ever to share newsletters with social media and more intuitive school websites, but are your newsletters up the test?

This guide will take a look at some of the ways you can revamp your school newsletter, and what type of content you should – and shouldn't – be including.







### 1. Vary your content.

So much goes on at your school, so there should be plenty of information to write about it. This can include school trips, exams, Ofsted results, sports fixtures, events within the local community, and successes within the school.

### 2. Upload newsletters as PDFs.

Making your newsletters easier to download can increase readership. Long pages of content, and text heavy pages can be a headache for some! Saving your newsletters as PDFs also means your users can easily save your newsletters to access, even when they don't have an Internet connection.

### 3. No print costs shouldn't mean content overload

Switching to an online only newsletter doesn't mean you can go overboard with text. You want to ensure your parents get the information they need, without getting bored, so keep articles to a minimum, and include links to news articles on your school website if you feel the article must be long.

**4. Consider who can access your newsletters.** Your website is public, so disclosing a student's full name next to their picture should only be published with the student's, or parents, consent. Best practice is to only use a student's first name, and - at most - the first letter of their surname.



Where ideas are formed and school websites are born. Our talented team design, create, and develop websites and branding for schools and academies across the UK.



Searching for school website inspiration, looking for new prospectus design, or just want to take a look at some of our recent work?

Head over to [www.e4education.co.uk](http://www.e4education.co.uk), or call our team on 0845 257 0224.