

Best practice: Where should I post?

A quick guide to using Messages, Notices and the Newsfeed

Using each area consistently helps parents know where to look, makes important updates easier to spot and reduces the chance of families missing key information.



1. Messages

Need to see

Use for important updates families need to know.

Best for timely information that needs attention or action. Parents receive a push notification.

Examples

- Changes to clubs or activities
- Trip information and forms
- Absence or lateness messages
- Accident or incident updates
- Urgent changes to the school day



Best-practice tip: Use Messages selectively so important updates stand out.



2. Notices

Should see

Use for useful reminders about what is coming up.

Best for reminders, upcoming events and deadlines. You choose how long posts stay visible.

Examples

- Trip or sporting event reminders
- Term dates
- Equipment reminders
- Non-uniform days
- Form, payment or consent deadlines



Best-practice tip: Set an expiry date so reminders stay visible while they are useful.



3. Newsfeed

Would like to see

Use for sharing school life, achievements and celebrations.

Best for non-essential updates that help families feel connected and showcase what is happening in school.

Examples

- World Book Day or Sports Day
- Star of the week or sporting success
- Special days and themed activities
- Trip or residential photos
- Pupils' work
- What a class has been learning



Best-practice tip: Post regularly to give families a window into everyday school life.



Quick way to decide



Need to see

Need to inform or prompt action?
Use Messages.



Should see

Need to remind families about something coming up?
Use Notices.



Would like to see

Want to share and celebrate school life?
Use Newsfeed.