



## SPREAD THE WORD!

You've just made a significant investment that will support student achievement and improve your efficiency! Why not inform and engage your stakeholders with your initiatives and highlight the reasons you chose this SunGard K-12 Education software solution?

The following are some opportunities for spreading the word. To support you, we've provided some boilerplate language about our products and other tools at [sungardk12.com/welcome](http://sungardk12.com/welcome).



### News Release

Collaborate with local broadcast and print media to share the news of how this investment supports your district initiatives. Adapt the content for use with other important stakeholders, such as parents, elected officials, local community leaders, and the presidents and executive directors of local education associations.



### Website

Post an announcement about your purchase on your website, again highlighting how this investment supports your district's initiatives.



### Intranet

Provide quick access to information and tools on your district intranet. Allow users to collaborate on best practices with the SunGard K-12 solution in a forum setting, if you have one.



## Blog

Consider having your superintendent develop a blog post about the story behind the decision. Why is this investment important to your goals? Why does the decision to choose a SunGard K-12 Education software solution make sense? How will this effort fit into your district's larger initiatives? The piece then can be included in your school district's e-communications.



## Social Media

Use social media outlets, like Facebook and Twitter, to promote your online content directly to your constituencies. Continue to use these outlets to highlight milestones in the implementation phase of the project and share success stories after the solution has gone live. Be sure to engage your administrators and teachers with these efforts so that they can like your posts, favorite your tweets, and share your posts with their friends and followers.



## Teacher/Staff Training Days

Incorporate an overview or deep-dives into specific topics during your next teacher and/or staff training day. Ask them to submit suggestions for topics for next time.



## School Board Presentation

Showcase your new system at an upcoming School Board meeting. Also, include your administrators and teachers, who can personally speak to the importance of these new technologies in supporting the success of every student.



## Parent/Teacher Night Presentation

At your next parent/teacher night, add a presentation about how this new system fits into strategic initiatives. Hands-on exercises led by your school district's experts can illustrate the benefits of this new tool.