

EWHS Music Boosters Communications Overview

The Communications Team establishes standards for both printed and digital materials, streamlines content contributions from stakeholders, maintains an active social media presence, provides regular website updates, creates and sends out regular monthly newsletters, and shares event updates to the wider school community via the weekly school newsletter. The team also creates graphics and other designs for various purposes.

1. Branding and Style Standards for Printed and Digital Materials
 - Establish a consistent visual identity for the Music Boosters, including logo usage, color palettes, typography, content formatting, and other design elements
 - Create standardized formats for all forms and communications; where possible include a Boosters logo, appropriate contact information, non-profit details, visually tidy layout
2. Marketing Planning
 - Maintain marketing calendar to plan communications projects and event campaigns
 - Keep track of various project elements and remind team to refer to planner
3. Document Repository on Google Drive
 - Organize and maintain shared drive accessible to teachers and core team members
 - Remind Boosters and teachers to use correct naming convention: "ewhsmb-descriptive-name_yyyymmdd.docx/xlsx/pdf etc."
4. Social Media
 - Maintain an active presence on Facebook, Instagram and YouTube
 - Post content on relevant community and media pages
 - Encourage interaction by responding to comments, messages, and questions from page followers
 - Monitor social media analytics; market accordingly
 - Current accounts: Facebook at <https://www.facebook.com/ewhsmusic/>, Instagram at https://www.instagram.com/ewhs_music/, and YouTube at <https://www.youtube.com/@EWHSMusic>
5. Website Updates
 - Regularly update ewhsmusic.com website and domain name; optimizing layout as time allows
 - Monitor and respond to incoming communication via [Contact Us form](#) – currently goes to ewhsmusicboosters2@gmail.com; will be updated to ewhsmusicboosters@gmail.com in future
 - Monitor web analytics
6. Monthly Newsletters via Constant Contact
 - Send monthly newsletters to the Music Program community via Constant Contact
 - Include updates on recent music performances, upcoming events, student news, volunteer opportunities, fundraising initiatives, and any other relevant information
 - Encourage recipients to sign up for mailing list and share newsletters to expand the organization's reach
 - Monitor Constant Contact campaign analytics
7. Event Updates to the Weekly School Newsletter (EW Express)
 - Submit weekly Music Program content to Nancy Ray via RayN@edmonds.wednet.edu
 - Maintain a dedicated section in EW Express to ensure visibility within the school community
8. Press Contacts
 - Create and submit press releases as needed; refer to Communications Contacts in shared drive
9. Seattle-Area Events Calendars
 - Earshot Jazz <https://www.earshot.org/events/community-events/add>
 - KNKX Events Calendars <https://www.knkx.org/community-calendar/events/create>