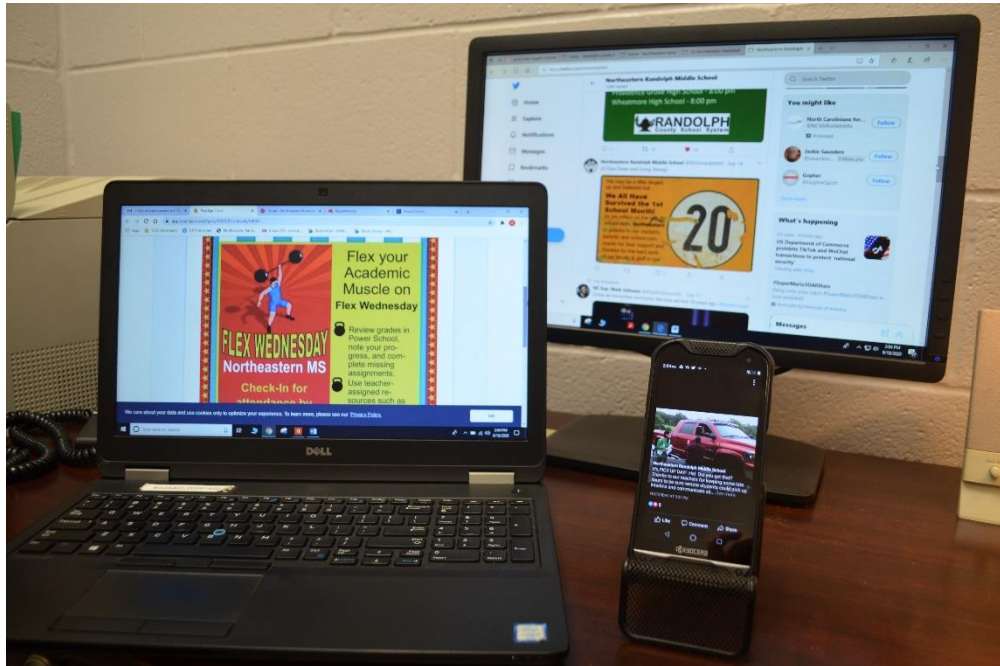


# NORTHEASTERN RANDOLPH MIDDLE SCHOOL

## Reading, Writing, and Arithmetic – Clicks, Likes, and Shares



Just a few short years ago, schools would have never thought about their digital presence. Long gone are the days of sending home mimeographed school bulletins in students' backpacks. Northeastern Randolph Middle School prides itself on daily posts to Facebook and Twitter, a newly rebuilt webpage, automated phone messages, and targeted posts using Peachjar. Wondering about the value of a robust school social media presence, you have to look no further than snow in the weather forecast.

Many parents today prefer to get their school news from their cell phones rather than from the bottom of a book bag. Northeastern has worked hard over the last few years to build a customer friendly platform for parents to receive school information in the way that best suits them.

NE's social media is used to seek parents' feedback and share useful articles and resources such as information on the RCSS Technology Help Desk and Flex Wednesday or for seeking input from parents on the rollout of remote learning. Social media is used to promote the activities of Northeastern's Parent Teacher Organization, Athletic Boosters, Future Farmers of America, National Honor Society etc., and the school loves to share pictures of students and staff and their achievements. To promote two-way communication, the school aims to respond to posts within 24 hours on days, nights, and weekends.

In addition to social media, Northeastern recently undertook a complete rebuild of its website to make it more user friendly, engaging, and colorful. It also serves as the jumping off point for digital learning which has become especially important of late. School calendars, the Class Link app, and the latest news are featured prominently. During this time that only students are allowed inside the school building, the school website becomes the front door to NE for parents and the school community, so promoting Husky spirit and pride has been a priority.

When it is desirable to target information to a particular audience, Peachjar electronic flyers and automated recorded calls are used to get the word out on a regular basis. Recently, messages were about the remote Open House, Husky Spirit Wear, Flex Wednesday, numerous Google Meets, and the distribution of instructional materials and technology. Northeastern loves to hear from the school community, so follow us on Facebook and Twitter and let us know what's on your mind. Sign up at [Peachjar.com](https://www.peachjar.com) to receive direct messages and make sure the school has your current phone contact number for the latest information. Share encouragement and support the school community during a challenging time for public schools. Remember, it won't be long before snow pops up in the forecast!

<https://www.facebook.com/NErandolphmiddle/>

<https://twitter.com/NERandolphMS>