

## GUIDELINES FOR POSTING TO THE FLASH

### Goals for the Flash

- Provide timely and important information that directly impacts a reasonable proportion of the Steller community.
- To recruit volunteers and support for school activities and projects.
- To connect us as a community

### Content

Recall that the Flash posts are sent to the entire Steller community, but it mainly impacts parents who have less access to the first-hand information our students may receive. Our primary readers are parents.

Information and announcements posted to the website should clearly and directly involve the Steller community. Flyers from outside groups or organizations may not include that information and needs to be added.

We currently have no system in place for determining what is published in the Flash. The webmasters are volunteers, not ASD staff. If there is any doubt at all about whether the information in a post is correct or if the staff or principal is in agreement with the info, please run it by the relevant parties personally.

When a post longer than two sentences is sent to the webmaster, please include the following:

- (1) a caption that relays the topic of the post.
- (2) a sentence or two that summarizes the purpose of the post.
- (3) attach supporting information (flyer, photos, link(s) to more info). Please make sure that the Steller connection is clear.

It is our goal to keep the Flash and the front page of the website as concise and uncluttered as possible. Therefore, we are trying to keep the actual posts brief, and create links to more information as much as possible.

### Formats

The form in which you send your post depends entirely upon what you would like us to do with it. If you have already created a formatted document with graphics exactly how users should view it, you may send it as a .pdf.

If you have a quick message, announcements, minutes and those sorts of things, a word doc is fine. Very brief messages are fine as an email, we can cut and paste them. Any graphics should be in .jpg or .tif format, if possible.

We are happy to add graphics or pretty things up if you send text in Word .doc file format. At least one of the webmasters does not have access to Pages, but can view a Pages file when it is exported from Pages into to a Word file format.

If you have a flyer it is easiest for us to edit, if needed, in its native format. If no editing is required, please send it as a .pdf, as jpeg or tiff images tend to distort more than a .pdf.

### Timing/Scheduling

The Flash email goes out every day around 4AM. Anything posted in the previous 24 hours should go out at that time, subject to the whims of the Feedburner program. You may have noticed that it doesn't always work; Google has discontinued support for the program and we are looking for an economical replacement that is not labor-intensive – if you have a suggestion for a service you have used, please email the Webmaster!

Please recall that the website is created, managed and maintained by Parent Group volunteers. Currently, there are only two of them. Our volunteers lead busy and involved lives and make personal life choices that may mean that your announcement may not always be posted the same day that it is sent.

It is the responsibility of the “post-er” to send the announcement in a timely manner. A reasonable time frame is 2-3 days in advance.

We have the capability of scheduling your post ahead of time. So, you send it to us before it actually needs to go out, we can schedule it to assure that it goes out exactly when you need it. We can even update it if something changes before it posts.

If you find that you are caught off guard and something absolutely **MUST** go out the next day, please label that email as **URGENT** and make sure it is sent before 5pm. We still cannot guarantee that it will go out the next day but we will do our absolute best.