

Sample ParentSquare Social Media Posts

Please create a copy of this document to make edits to the text.

How to use this template:

- **Who it's for:** Promote your new communication platform to families and other community members who visit your organization's social media accounts
- **Recommended channels:** Social media. See the platform recommendations included with each post.
- **Customize:** This highlight indicates placeholder text and examples to update bracketed placeholder text with your information. You can also adjust the language to match your school or district's voice.
- **Download and customize post graphics** using this [Canva template](#).

In this document:

- [Launch Announcement Post](#)
- [Back-to-School Announcement Post](#)
- [App Download Reminder Post](#)

LinkedIn (professional announcement)

[District Name] is pleased to launch @ParentSquare as our unified communication platform for all schools. This adoption brings a consistent, modern approach to how we share information with families and staff.

From urgent alerts to everyday updates, ParentSquare helps us communicate more clearly and more effectively—with tools designed for the needs of today's school communities.

Learn more: [link to press release]

#ParentSquare #K12Communication #EdTech #FamilyEngagement



All platforms (brief announcement)

We've launched @ParentSquare across [District Name]! Now it's easier to get updates from your school, connect with teachers, and respond to messages, all in one place.

- Sign up: <https://www.parentsquare.com/signin>
- Download the app: <https://www.parentsquare.com/resources/app-download/>

#ParentSquare #SchoolCommunication

Facebook/Instagram (expanded announcement)

We're making it easier to stay connected!

[District Name] is now using @ParentSquare for all communication between school and home.

Families can receive updates, sign forms, schedule conferences, and more in 190+ languages, on their phone, computer, or through the free app.

We're looking forward to stronger connections and better communication across our school community.

- Sign up: <https://www.parentsquare.com/signin>
- Download the app: <https://www.parentsquare.com/resources/app-download/>

#ParentSquare #FamilyEngagement #SchoolUpdates

LinkedIn (professional announcement)

[District Name] is pleased to launch @ParentSquare as our unified communication platform for all schools.

This adoption brings a consistent, modern approach to how we share information with families and staff.

From urgent alerts to everyday updates, ParentSquare helps us communicate more clearly and more effectively, with tools designed for the needs of today's school communities. Everything translates into 190+ languages, so every family can participate in their preferred language.

Learn more: [\[link to press release\]](#)

#ParentSquare #K12Communication #EdTech #FamilyEngagement

Facebook and Instagram: Back-to-school post

A new school year is here, and staying connected is easier with @ParentSquare!

Throughout the year, [District Name] will use ParentSquare to share important announcements, classroom updates, event information, forms, reminders, and more, all in 190+ languages.

Before the first day of school:

1. Activate your ParentSquare account.
2. Confirm your contact information.
3. Download the free ParentSquare app.
4. Choose your notification and language preferences.

Activate your account: <https://www.parentsquare.com/signin>

Download the app: <https://www.parentsquare.com/resources/app-download/>

We're looking forward to a great year of connection and communication!

#BackToSchool #ParentSquare #FamilyEngagement

All platforms: Brief back-to-school post

Get ready for the new school year with @ParentSquare!

Activate your account and download the app to receive updates, reminders, forms, and messages from [District Name], all in one place and in 190+ languages.

Get started: <https://www.parentsquare.com/signin>

Download the app: <https://www.parentsquare.com/resources/app-download/>

#BackToSchool #ParentSquare

Facebook and Instagram: App download reminder

Have you downloaded the @ParentSquare app yet?

The free app makes it easy to keep up with [District Name] wherever you are. You can:

- View school and classroom updates
- Send and receive messages
- Complete forms and permission slips
- Respond to signups and event invitations
- Manage your notification and language preferences

Download the app: <https://www.parentsquare.com/resources/app-download/>

You can also access ParentSquare from a web browser at <https://www.parentsquare.com/signin>.

#ParentSquare #FamilyEngagement #SchoolUpdates

All platforms: Brief app download reminder

Stay connected with [District Name] on the go.

Download the free @ParentSquare app to receive updates, view messages, complete forms, and respond to school activities from your phone, in 190+ languages.

Download the app: <https://www.parentsquare.com/resources/app-download/>

#ParentSquare #SchoolCommunication