

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 channel:** Social media (see specific platforms below)
- **Customize:** This highlight indicates placeholder text and examples to update with your information, but feel free to make any changes you'd like!

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—on your phone, computer, or through the free app.

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

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#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.

Learn more: [link to press release]

#ParentSquare #K12Communication #EdTech #FamilyEngagement