

SCHOOL SAFETY

Navigating Communications

Top 5 Tips



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Navigating Communications

But first let me say...

You are the leader of the school.

These are offered in a supportive spirit. They are not intended to overstep **your leadership!**



Navigating Communications

“Situations”

- Staff matter: termination/arrest/allegation
- Student matter: discipline/expulsion, etc.
- Safety threat to the school
- Accident off campus/student injured
- Lawsuits/ODE issues
- Student to student abuse



Navigating Communications

1. Focus on clarity.

Clarity of information – getting the facts.

Clarity of thinking – taking a deep breath.



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You *always* have time to slow down, take a breath and make the next right decision.



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2. You are *not* in this
alone.



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Who is there to help?

- Law Enforcement
 - Pastor
- Pastoral Center Staff
- Key School Leaders



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**3. Leaders should focus
on the situation at hand.**



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Supportive Staff can be ready to assist:

- **Awareness of communication channels**
- **Draft messaging**
- **Considerations of proactive and reactive messaging**
- **Monitoring the situation**
- **Jennifer Schack available to assist with media relations when needed**



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4. Second set of eyes



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- Any written communication during a situation or crisis may end up in the *hands of the media*
- Legal ramifications
- Making issue bigger



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Common Missteps:

- *Oversharing* for sake of transparency
- Sharing *privileged* information
- Sharing with *incorrect* audience
- *Not understanding* channels for sharing information



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**5. Pray for grace to
“weather the storm”**



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- Trust already established relationship with the school community.**
- Most situations are temporary...try to maintain long term perspective and stay motivated.**
- Think of communication as a tool to help the situation.**
- Focus on solutions that utilize your strengths.**



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