

Web & Constant Contact Request Instructions

There are various ways in which committees can publicize what is going on with their event – Robinson Website (robinsonelementary.org), Constant Contact (an e-mail blast that goes to every e-mail name listed in the Robinson directory, about upcoming events), Robinson Calendar, messages on classroom bulletin boards & white boards, and flyers included in the Tuesday Bulletin. Information about your event should be provided ASAP. Benefits of providing detailed information PRIOR TO the beginning of the school year include:

1. Information being available on the web early and ready to be viewed by all
2. Joanie directing people to the web site for information on your event versus trying to track it down herself
3. You NOT needing to later create the documents when there are so many other things going on during that time (it's craziest in Oct, Nov, May & June)
4. Your information automatically being send out on Constant Contact when instructed, without any more work on your part

Information to Include for Your Event:

1. Title
2. Day & Date
3. Time
4. Location
5. Information about the event in "Ready to Go" wording (Don't say "It needs to say something like this . . .")
6. Contact name(s) & e-mail address(es)
7. Instructions for the participant, if applicable
8. Web site url, if applicable
9. Attachments/Forms (in pdf format if possible), if applicable. Attachments should have a file name that is a short understandable name with NO date NOR words like "final" or "updates" in them. If updating a file, use the same title name with NO date NOR words like "final" or "updates" in them.
10. Images (in jpg format if possible), if applicable
 - a. Logos & graphics sized as Web - Small (448 x 336 px) or close
 - b. Informational charts or posters sized as Web – Large (640 x 480 px) or close

11. Please check for spelling errors, day & date accuracy, and clarity of wording (does it make sense? have you used proper grammar?, etc)

Request Timing:

To balance communication and to keep our viewers from getting information overload and resorting to ignoring the Constant Contact e-mails, I prefer to only send out 1-2 e-mail blasts per month. In some cases, I will send as many as 1 per week, but only for very special events (ie: Robinson Parent Party, Membership Drives, etc). Typically, I will carry your event information on Constant Contact blasts up until the event even if it is not the e-mail headline.

1. Date when information should START going out on Constant Contact (ie: week of Oct 26, 2011)
2. Frequency of information blast from Constant Contact (ie: Sept 5, Oct 3, Oct 17)

Things to Do for Committee Owners with Web Pages:

1. Review your web page on www.robinsonelementary.org in regards to "Information to Include for Your Event" (as listed above)
2. Provide me with any updates you would like to see (ie: date changes, added information, images - see specifications above)
3. For the parent party and all the chairs of events in the fall, they should have all the current information for their event (location, date, time, etc). For those with activities in second half of year, they should take all known information pertaining to date, time, etc. and just add a detailed paragraph about the event (and list details to come later in year).
4. Review monthly throughout the year to ensure info is up to date.