# SchoolPing

## Raising parental engagement with SchoolPing

So now that you have sent out your SchoolPing invites and parents have started logging into the app, it's time to start using SchoolPing to raise parental engagement.

Here are some top tips on how to do just that!

**1**   Create a SchoolPing login link on your school website

**2**   Send a welcome message to all parents

**3**   Send parents regular School News updates

**4**   Send individual messages to parents regarding their child's development

**5**   Schedule further staff training

**6**   Use SchoolPing on the go

**7**   Use the Analytics tool to measure parental engagement

**8**   Manage parents' inboxes

**9**   Use SchoolPing to arrange your Parents' Evening appointments

**10**   Direct parents to your school website

See the pages below for more information on each tip.

## 1 Create a SchoolPing login link on your school website

Parents can access your messages in three different ways; using the smartphone app, receiving an email copy of your message, or logging into their SchoolPing account on the web.

For this third option, parents will need their login details and will need to know how to find your school's unique login page. To make this process easier, you can create a link to the login page on your school website. If you need any help with this then contact our friendly support team for further assistance!

## 2 Send a welcome message to all parents

Your first 'School News' message is a great opportunity to welcome parents to the app and to highlight its advantages. Contact us for a handy PDF attachment which explains how parents will benefit from using SchoolPing.

For parents who have downloaded and logged into the app, a welcome message is a nice, friendly touch and assures parents that they are successfully receiving your messages.

For parents who have not yet downloaded the app but received the message by email instead, your welcome message is a great reminder which encourages parents to download the app!

## 3 Send parents regular School News updates

Whilst this tip may seem obvious, sending regular messages is a great way to keep parents in the loop. Not only does it allow parents to read up on the latest school news, it can also make them feel more integrated within the school community.

Use SchoolPing to send your weekly announcements or monthly newsletter whilst saving paper! Remember you can attach documents to your messages and there is no character limit so you can make the very most out of each and every message. Then check the open rate and see how many parents read your message and downloaded your attachment.

## 4 Send individual messages to parents regarding their child's development

Regular communication regarding a child's individual development is a key component of a successful partnership between teachers and parents. With SchoolPing, your school can increase engagement by sending parents individual messages containing updates on a child's behaviour or performance.

All parents are potential partners and these updates can have a big impact at home. They can increase parents' understanding of their child's development and give parents more direction on how to complement their child's learning at home.

## 5 Schedule further staff training

If the previous tip plays a part in your school's parental engagement strategy then we recommend that class teachers as well as admin staff receive training on how to use SchoolPing. We're confident that you will find the interface clear and intuitive, but we also understand that some staff may require more practice than others.

That's why our Support Team are here to provide you with all the assistance you need. Remote training is free and unlimited for all SchoolPing customers so simply get in touch to arrange a session at a time which suits you.

## 6 Use SchoolPing on the go

Staff can even send pictures and videos on the go. All they will require is a tablet device with a wifi or data connection. This would allow staff to send parents creative updates during a school trip, whether it's a picture of the place you are visiting, or a traffic update when you are on your way back to the school!

## 7 Use the Analytics tool to measure parental engagement

SchoolPing admin accounts have access to the Analytics tool, a section within SchoolPing which enables you to see how many parents are reading your messages. You can also see how parents are accessing your messages, whether that's via the app, email or the web login.

There is also the possibility that some parents have still not downloaded the app and the school does not have a registered email address for them. If this is the case, use the parent coverage feature to find out which parents have 'no coverage' - perfect for identifying those hard to reach parents.

## 8 Manage parents' inboxes

Remember that you are in control of parents' inboxes, and if a parent is overwhelmed with messages, they might overlook some of the more important ones. To avoid this we recommend setting expiry dates for your messages or deleting them when they are no longer needed.

You can also use the 'live edit' feature to amend a message without updating parents - great for correcting a spelling mistake or adding any forgotten attachments or photos.

## 9 Use SchoolPing to arrange your Parents' Evening appointments

When it comes to downloading the app, you may find that some parents require more encouragement than others. Parents' Evening is a great opportunity to give those hard to reach parents a friendly nudge! Inform parents that appointments will only be booked using SchoolPing and will work on a first come first served basis.

The SchoolPing Parents' Evening booking system can save hours of admin time and supports you from start to finish, from sending out invites to printing a final timetable ready to hand to teachers.

Not subscribed to our Parents' Evening booking feature? Contact our Support Team for more information!

## 10 Direct parents to your school website

Did you know that you can include links to websites in your SchoolPing messages? Simply paste the website address into your message and SchoolPing will automatically convert it into a link.

This can be great a outlet for encouraging parents to visit your school website where they can read more about what's happening in your school community.

## We are here to help!

Our friendly Support Team are here to help your school raise parental engagement. If you would like some further advice, or have any queries then just send us an email or give us a call.