



Parent Communication Launch Help Pack

A guide to success when launching your
new all in one communication platform



WELCOME

Thank you for choosing to use School Spider as your parent communication platform, we're so excited to go on this journey with you!

This launch pack is designed to help you have the best possible chance when getting your parents on board and being able to fully embrace the new tools you have.

We have email templates and downloadable resources for you to use, as and when you need to.

Remember, we are here to help! If you have any questions or need any support during this transition, please be sure to contact our School Success Team at any time.

Good luck and let's start the road to seamless communication!

- The School Spider Team

✉ hello@schoolspider.co.uk

☎ 0161 635 0255

The pre launch

When launching a new platform to parents, it is very important to give LOTS of communication about this both before and after you have moved. We would recommend starting as soon as possible communicating with parents to download the app.

1

Integrate your MIS

We will support you to integrate your MIS system, this is done via a company called [Wonde](#).

TIP: Check your data post integration to ensure no housekeeping needs to be done in your MIS

2

Pre launch communication

The key to a successful move is communication, start communicating with parents via your previous methods ASAP. The more time for parents to start the process of getting and downloading the app the better.

3

Display our QR code at school

Print out our QR code to display or give to parents at the school office where they can scan and download the app instantly

4

Add a link to our app to your website

Add a clickable button link to your website homepage or dedicated page so parents can download the app and get set up.

We would recommend beginning communication at least 2 weeks prior to launch for maximum uptake

Pre launch email templates

Email 1

Subject: Important information re school communication

Dear [PARENT NAME],

We have exciting news, we are switching to a new communication app on [DATE].

This means all communication will be then sent via this platform and it is important that you please download the School Spider app now, so you do not miss any information about your child.

You can download the app via the Apple Store or Google Play Store by searching School Spider Parents.

Please select [SCHOOL NAME] and "Create account" using the email associated with the school. You can find a more detailed user guide [here](#).

Important: All communication will be sent via this platform by [DATE]

Thanks

Email 2

Subject: Action required: School communication

Dear [PARENT NAME],

As you know, our communication platform is changing to School Spider on [DATE].

Please ensure that you download the app and create your account BEFORE this date.

We want to ensure that no information is missed so it is extremely important you do this.

You can download the app via the Apple Store or Google Play Store by searching **School Spider Parents** and see a user guide [here](#).

Thanks

The launch

The launch is the easy bit, you just need to keep promoting and start using the tools! Keep an eye on your statistics and make sure you are promoting the app.

1

Post launch communication

Send an app message and email to all parents and ensure that you're chasing those who have not downloaded the app using our built in service

2

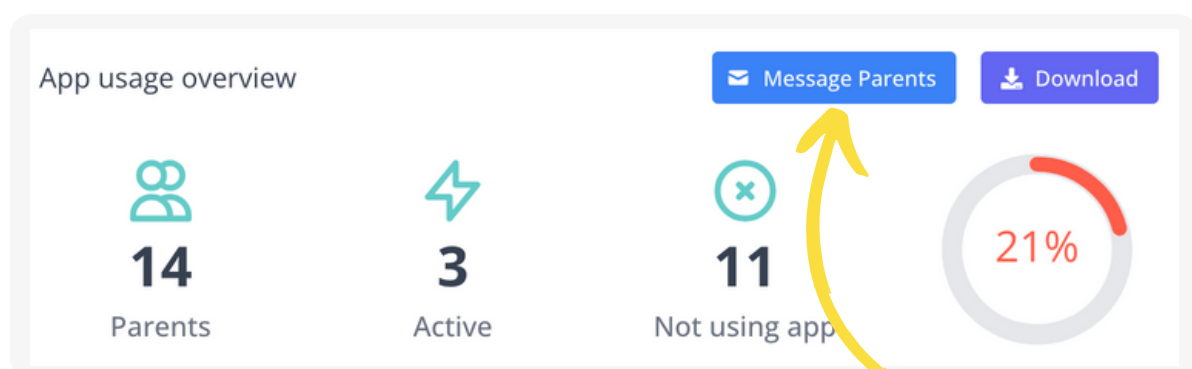
Create a time sensitive option

This is a great way to capture those slow to interact. Using a parents' evening is ideal, or a survey and form that requires them to login to School Spider to complete.

3

Check your statistics

Keep an eye on your statistics and ensure that you are continuously chasing and reminding parents, even those who come to the school office



Use this tool to message parents who have not downloaded the app or have not interacted for some time!

Post launch email templates

Email 1

Subject: School Spider Communication

Dear [PARENT NAME],

We have now officially moved ALL communication to School Spider from today.

If you have not yet downloaded the app, please do so ASAP to avoid missing communications, parents' evenings and more.

You can download the app via the Apple Store or Google Play Store by searching **School Spider Parents**.

Please select [SCHOOL NAME] and "Create account" using the email associated with the school. You can find a more detailed user guide [here](#).

Thanks

Email 2 - Chasing non-active parents

Subject: URGENT: School Communication

Dear [PARENT NAME],

We can see from our system you have not downloaded the School Spider app.

ALL school communication, including parents evenings will be done via this app so it is very important you do this ASAP.

You can download the app via the Apple Store or Google Play Store by searching **School Spider Parents**.

Please select [SCHOOL NAME] and "Create account" using the email associated with the school. You can find a more detailed user guide [here](#).

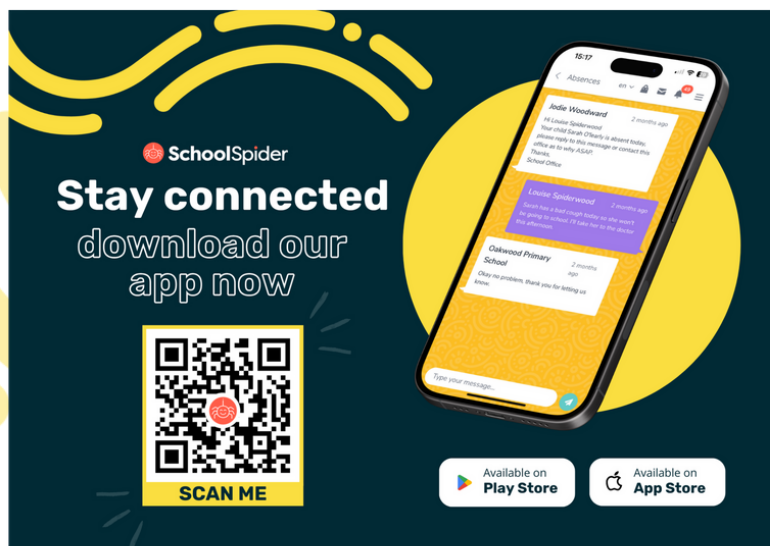
Thanks

***we would recommend chasing weekly if possible**

Parent and school resources

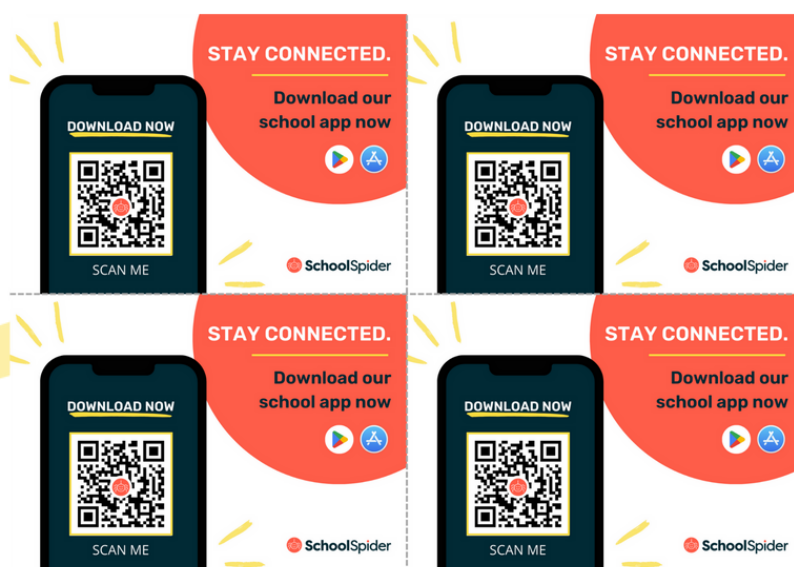
We have designed some resources for you to use in school to help market the app to your parents. Display these at reception or you can even print and pass them out. Of course not forgetting to email all communication.

Display Option (A5)



[Download Display Option](#)

Multi Print (A5)



[Download Multi-Print](#)

Parent App Guide PDF

Guide to our app for parents & carers

School Spider allows you to receive and return information directly to and from the school. Receive instant messages, complete surveys, book your parents' evenings and report absences.



Select your school to get started!





How to get started

Once you have selected the school, you will see posts from the school website. Click parent dashboard to login or create an account. Create an account by pressing "create account" and enter your email address.

You must have your email linked with the school!

Take a look around...

See all action items on your dashboard

Click to respond or book for each child



Click the envelope to see your recent messages

Click these 3 lines to:

- Switch between areas
- Edit your profile
- Logout

DOWNLOAD NOW




[Download PDF Parent Guide](#)






Website Buttons

You can add these buttons to your homepage or individual pages.

If you use School Spider for your website, you can upload these to your pages yourself with the instructions below. If you would like to add this to your homepage, please contact us on hello@schoolspider.co.uk so we can assist you with this.

Button HTML

You can download the individual image by clicking on the button

1		<code><p></p></code>
2		<code><p></p></code>
3		<code><p></p></code>
4		<code><p></p></code>
5		<code><p></p></code>

Adding to your website on School Spider

If you are adding this button to a website page, you can do this with the following steps:

- Add a video block for where you would like the button to show
- Select "Add Embed Code"
- Paste embed code
- Save

If you would like to add this to your homepage, please email hello@schoolspider.co.uk

THE ROAD TO SUCCESS

Our suggestions for the best chance of a successful uptake by parents



INTEGRATION

Integrate your MIS via Wonde way before your launch. Check for any housekeeping you may need to do and that your priority settings are correct. This is super important!

1

COMMUNICATE

Pre and post launch communication is KEY. Ensure you send plenty of emails and messages about it. Add it to newsletters or even tell the children so they can mention it to parents!

3

EVENT

One of the best ways to get people on board is to run a time sensitive event that requires them to login. Parents' evenings work great for this if possible, arrange one close to your launch date.

5

LAUNCH DATE

Set a launch date of when you will be completely removing your old communication methods and stick to it! This is key to parents understanding the urgency.

2

MARKETING

Use resources to market your new platform. Whether this be help guides, QR codes, displays at your reception, a page on your website. Just make sure parents are aware and know what's expected

4

MONITOR

Monitor your statistics and chase any parents who have not downloaded the app. Having QR print outs at reception are also great to give out to those parents who ask you questions at school.

6