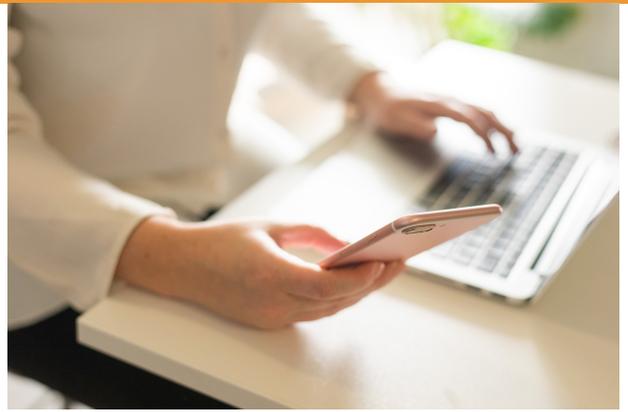


QUICK START GUIDE: BROADCAST MESSAGING



HOW IS SCHOOLSTATUS BROADCAST MESSAGING DIFFERENT FROM OTHER MESSAGING APPS?

No Parent App Required! You can create Broadcasts from your SchoolStatus account, and parents will receive them as regular text messages. Teachers can also send Broadcasts from the SchoolStatus Mobile app, but parents don't need to download anything!

Group Messages Become 1:1 Conversations! Your Broadcasts are sent to parents using the same number from which you text them in SchoolStatus. So, from the parents' perspective, you text them individually even when you really sent a message to 100 people! Parents can respond to that message and instead of going to the group, it will start a new or continue an existing 1:1 conversation.

No Opt In Required! Did the parents send their kids to your school? Then they have already opted in to receive messages from you. You don't need to send home any forms and hope they sign up to get your messages. Parents can opt out if necessary.

HOW DO YOU GET STARTED WITH BROADCAST MESSAGING?

Step 1 - Set Preferred Contacts Go to the Preferred Contacts Management section in SchoolStatus (left menu, under Utilities). Click on your students to assign a Preferred Contact for each student. That could be Mom and Dad; only Mom; only Dad; or Mom, Dad, and Grandma - a student can have multiple preferred contacts, but they need at least one to receive Broadcasts.

Step 2 - Create your Broadcast Click on Broadcast (bottom right of your screen) and choose your audience - a group, course, or a few individual contacts. Type your message and hit send! The message will be delivered to each contact listed as a **preferred contact**, and it will be sent from the same number parents receive other calls and text from you. Parents don't need an app, but you can send Broadcasts from SchoolStatus Mobile (iPhone or Android).

WANT TO KNOW MORE ABOUT SCHOOLSTATUS AND BROADCAST MESSAGING?

Head over to the SchoolStatus Learning Lab (top menu, click Learning Lab) for a full training experience, at your own pace! Or contact our support team at help@schoolstatus.com.