



COBB COUNTY

SCHOOL DISTRICT

ONE TEAM. ONE GOAL. STUDENT SUCCESS.

LOCAL SCHOOL WEBSITE LAUNCH

COMMUNICATIONS PACKET



NEW WEBSITE | COMMUNICATIONS CHECKLIST

Steps to complete once your website has been finalized:

- Download the New Website Communications Kit [HERE](#)
- Send the template email to your community
- Post Social Media Graphics to all accounts your school maintains. (Tip: Share graphics with your PTA if they operate any social accounts)
- Post the “New-Website-Spotlight” to your website. Make sure it is the first image in the spotlight. Include “Welcome to Our New Website” as the TITLE for the graphic.

NEW WEBSITE | PARENT EMAIL



Dear _____ (insert school name) Families,

I am happy to share some exciting news with you today.

In an effort to provide better service for you and to answer the questions you have about our school more quickly, we are happy to announce our school website has been redesigned and is now available for your use.

Our new site has been created with one simple priority in mind: easier and faster access to the information you care about, from any device. Our site has been built based on the input and requests made by our community and we look forward to the new digital home for (insert school name).

You can find us at _____ (Insert URL).

Thank you for your continued support!

Sincerely,
Principal _____ (Insert name)

NEW WEBSITE | SOCIAL MEDIA



Social Media Caption:

“New look, new site! There’s plenty you’ll love about this redesign. Explore updated features sure to give faster access to the information you care about with fewer clicks!”



NEW WEBSITE | WEB GRAPHICS

WEBSITE SPOTLIGHT

ENJOY OUR NEW FEATURES



01 **NAVIGATE QUICKER**

02 **MULTILINGUAL**

03 **FULLY RESPONSIVE**



FOR QUESTIONS RELATED TO THIS PACKET PLEASE CONTACT

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FOR HELP WITH YOUR WEBSITE PLEASE CONTACT

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