

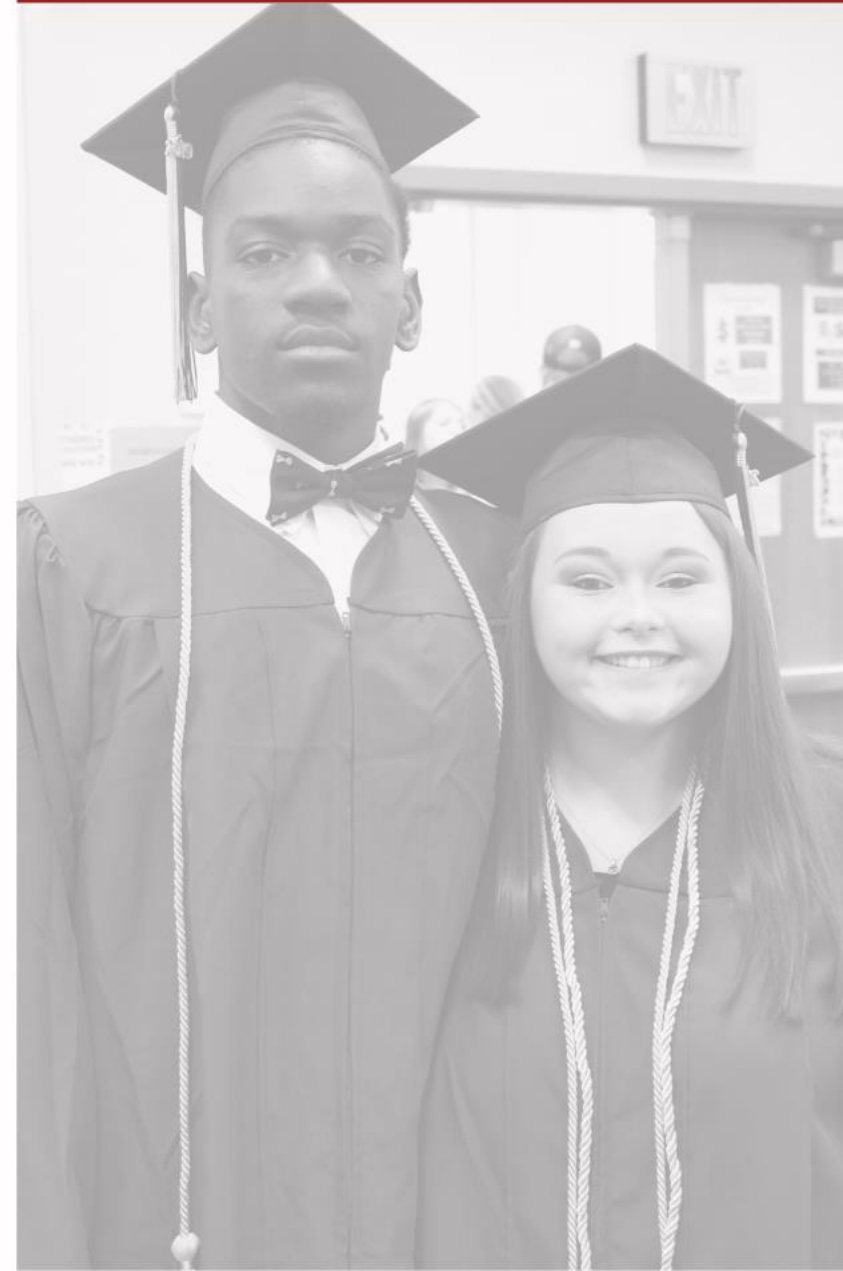
THE CHARTER INSTITUTE AT

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## Communications Training

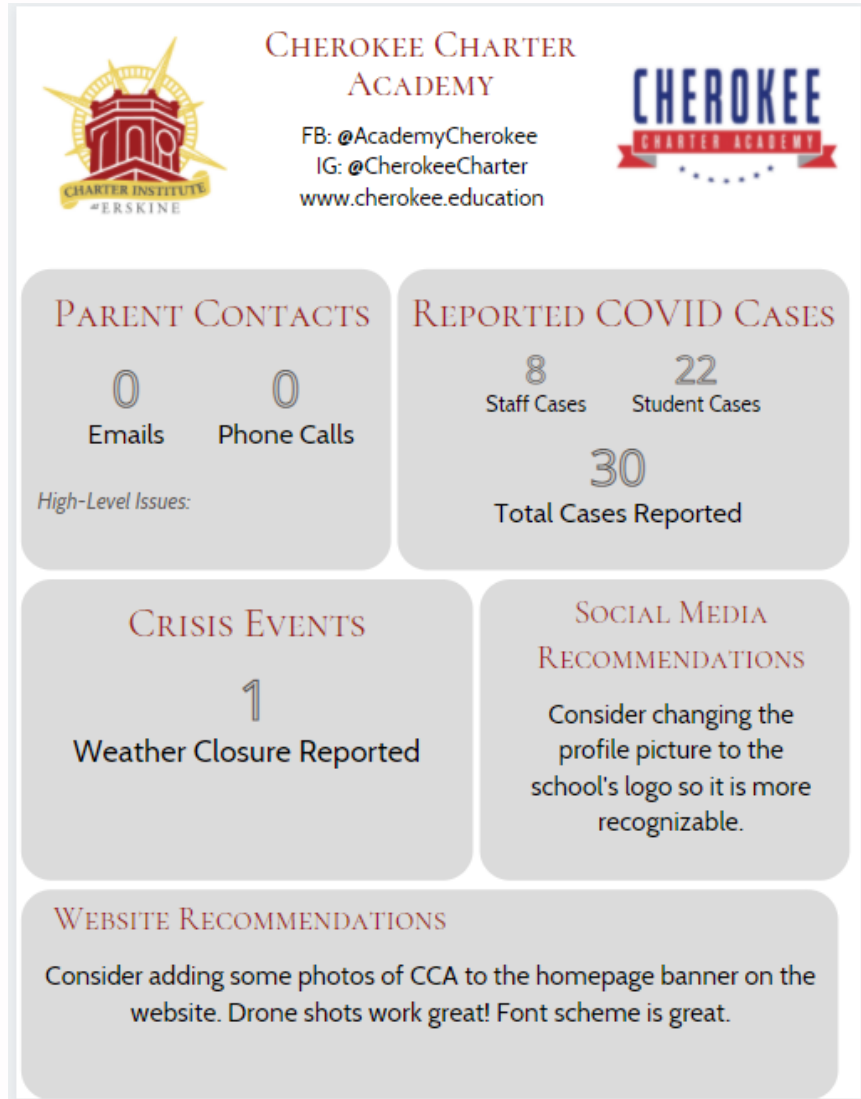
June 10, 2021



# CONGRATULATIONS, CLASS OF 2021



# COMMUNICATIONS SNAPSHOT



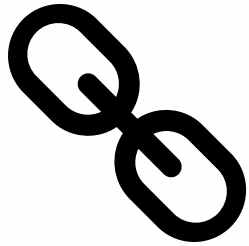
- Each school's coordinator will receive a Snapshot for their school
- Recommendations are not mandatory changes, just suggestions
- Feel free to ask questions or talk about ideas

# Q & A: SUBMITTED QUESTION #1

What is some quality video equipment for videography with an iPhone?

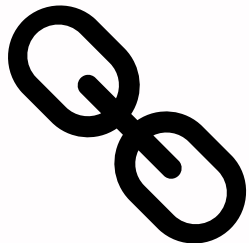
# Q & A: SUBMITTED QUESTION #1

*What is some quality video equipment for videography with an iPhone?*



## [Smartphone Videography Kit](#)

This kit includes various Amazon/Walmart.com links to video gear that can work with your iPhone or Samsung.



## [Camera/DSLR Videography Kit](#)

If you already have a camera or are looking to purchase one, this kit has several options for cameras and gear to elevate your production quality.

## Q & A: SUBMITTED QUESTION #2

How do we allow the students to feel more connected through videography and photography through the virtual only settings?

(How to get the students engaged to send pictures and videos for social media)

# Q & A: SUBMITTED QUESTION #2

*How do we allow the students to feel more connected through videography and photography through the virtual only settings?*

- Make it as easy as possible!
  - Make sure they know the Coordinator's email or a link to a collection survey
- Incentivize it!
  - Send swag to the students' homes when they submit posts
  - Involve teachers and have them award bonus points, extra days on assignments, etc.
- Offer to meet them where they are

ANY OTHER QUESTIONS?

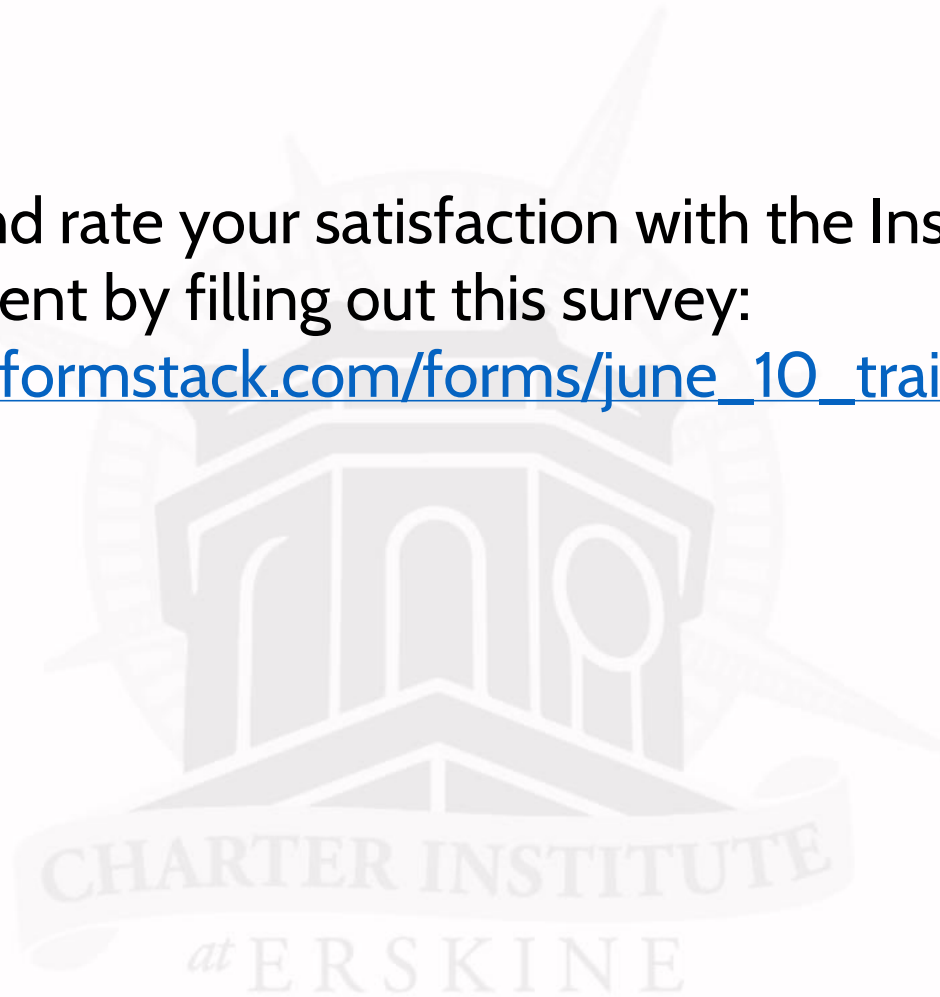


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# SURVEY

- Send in more questions and rate your satisfaction with the Institute Communications department by filling out this survey:
  - [https://erskinecharters.formstack.com/forms/june\\_10\\_training\\_questions](https://erskinecharters.formstack.com/forms/june_10_training_questions)



# HAVE A GREAT SUMMER!

- First Communications Training for the 2021-2022 school year is planned for September 9<sup>th</sup> at 10:00 a.m.
  - Topic: Content Planning
- Strategic Planning



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