

How Can I Use These Infographics?

CoSN and NSPRA have produced two privacy infographics for your use. One is ready to use; just add your own introductory language and go! The second is customizable; we know that all districts have slightly different needs, so this option gives you the flexibility to add information like your name, logos, tagline, contact information, or language about your programs.

We've got some tips for how you can use the infographics to spread the word about privacy to your district's stakeholders:

First, Distribute the Infographic Internally

- Go over the infographic and your district's privacy policies with all staff so that they understand the content and can answer questions. Include the information in your internal newsletters.
- Distribute a copy to local school boards and explain the distribution plan.
- Work with school principals to learn their preferences; provide them with e-files and bulk printouts.
- Make extra copies and a link available to all school guidance counselors and building administrative assistants.
- Identify a staff person to be the point person to field questions on privacy in your school district.

Then, Spread the Word to Your Community

- Post the infographic on district and school websites and social media.
- Create a news release and provide interviews for area media.
- Include it in a superintendent's column or blog.
- Make copies available for all Back-to-School Nights and parent conference sessions.
- Provide to PTA leadership for Q&A at meetings.
- Post copies in schools and enlarge for posting in parent reception or guidance areas.
- Use as an article in an e-newsletter to a school district's community opinion leader network.
- Keep handy for year-round on-demand needs during standardized testing periods.

