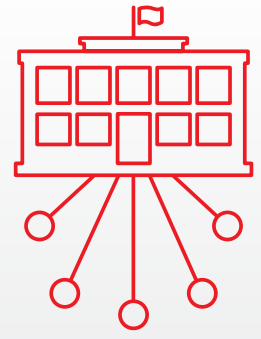
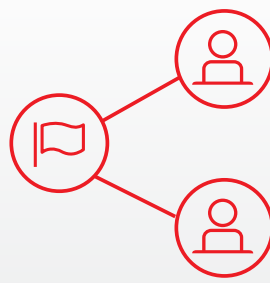
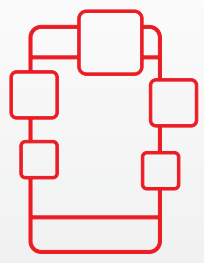


FROM APPS TO ANNOUNCEMENTS

A 2017 SCHOOLMESSENGER SOLUTIONS SURVEY

TOP 3 FINDINGS



Mobile apps are on the rise.

Social media dominates.

Multiple channels are key.

33% of districts plan to focus on **mobile apps** in the next 1-3 years.

86% of districts use **social media** to communicate with parents.

65% of districts already use **5 or more channels** to communicate.

EXPLORING TODAY'S COMMUNICATIONS TECHNOLOGY

Most Used Communications Technologies Today

	Broadcast Voice	96%
	Website	94%
	Social Media	86%

Most Effective Channels Today (One-Way)

	Broadcast Voice	65%
	Social Media	61%
	Email Broadcast	43%



1 - 3 YEAR PLANS FOR GROWTH

One-Way Communications

	Social Media	63%
	Websites	49%
	Broadcast Voice	44%

Two-Way Communications

	Social Media	44%
	Mobile Apps	31%
	Text Messaging	30%

Excluding voice, what technologies do districts expect to be **most effective** over the next 1 - 3 years?

76% Social Media

69% Text Messaging

53% Mobile Apps

28% of districts expect video to be most effective over the next 1 - 3 years. It likely will be increasingly important when combined with social media.