**COMMUNITY AWARENESS NOTIFICATION**

**Website and Social Media**

We understand that providing a Safe environment for schools while constantly striving to improve operations is paramount for School Administrators. By implementing CurbSmart as a system for Student Dismissal, you are providing value to your parents, guardians, students and faculty.

Here are a few ideas to promote CurbSmart to your school and community:

1. ***Post the new process/procedure about CurbSmart via Social Media such as Twitter, Facebook, and Instagram***. Social Media plays an important role in every community’s daily life. It is easier and more convenient to access and provide information via social media. Add the Product Overview video to your website or on social media sites to provide more information on CurbSmart.

<https://www.youtube.com/watch?v=TArfRIiPv0A&list=PLdpXXiyRvpg_431pVv82H_0LxEIvmvyOo&index=1>

1. ***Add the CurbSmart logo with tagline to your school or district website***. You can find our logo and image files in the Help section of the CurbSmart website School Admin Portal

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| CurbSmart1967X325.PNG |  |
| CurbSmart APP Icon\_450x304.png |  |

1. ***Add an overview to your website along with student dismissal instructions***. We have provided some example wording here:

***“CurbSmart is an easy-to-use app that instantly synchronizes pick-up lane arrivals, allowing school administrators inside and outside to coordinate the safe and organized release of students after school.  Administrators use the application by entering arriving car hang tag numbers into a smartphone or other mobile device in which Inside Administrators view a list of student names on another device or monitor at a location where they release the students.***

***In an effort to provide the safest and most efficient release of students from our school please be advised of the following rules and procedures:”***

*[Insert specific rules and procedures here]*

1. ***Email or send out a Parent/Guardian letter to introduce CurbSmart***. We have provided a ‘Letter to Parent’ template (Microsoft Word document) in the Help section of the CurbSmart website School Admin Portal.