

Choosing a vendor to help with your district's communication and marketing efforts is an important decision. Your digital real estate—your website, mobile apps, and social media—are where parents, students, and community members will look for the latest information and interesting stories. Most importantly this is where you have the most control over how you present your district's brand and show what makes your schools great.

We realize there are a variety of vendors working with school districts who can help you rebrand your district online. This document gives a summary of the key differences between the services provided by Apptegy and other vendors.

These are the key elements that make for a great transition to a new vendor.

Responsive website

A responsive website design simply means that pages will look great on any device. Your website needs to be displayed differently when someone is accessing it on a 30-inch monitor or a 6-inch smartphone. With a responsive website, whether you open the website on your desktop, smartphone, or tablet it will be sized correctly and the navigation will be user friendly.

Custom App

The world has gone mobile. Over 85% of Americans have a smartphone, and mobile devices make up the majority of internet traffic. The best way to engage your community on mobile is with an app in the App Stores.

A custom app means an app branded with your district's identity. Some vendors have a single app in the app store that all their customers log into when looking for information. This means that every school that works with them gets the same experience. Since every district is a unique community, you need an app that highlights what is most important to you and showcases your district brand.

Social Media Management

Social media gives a new set of opportunities for telling great stories. A good social media management tool allows you to easily post stories across social networks at the same time. This way anyone who follows your district is constantly being reminded of the good things happening there.

Thrillshare Publishing Platform

With all of the devices and social networks that parents use today, it can be hard to know where to send your messages online. If you guess the wrong place to share, groups of parents will miss that information. The Thrillshare publishing platform allows you to post information to multiple communication channels at once. For example, if you need to send out the message “school will be closed today due to inclement weather,” instead of asking your webmaster to put it on the website, your communication director to put it on Facebook and Twitter, and your principals to send text messages and voice calls, you can send that message to all those places with the click of a button.

Thrillshare is designed to be easy to use. Teachers and administrators often feel uncomfortable with new technology. By lowering the technical barrier, more people can be involved in posting information and sharing stories.

Mobile Publishing

Having a publishing platform that can update all communication channels at once is great, but the stories you want to share aren’t happening in your office, they’re happening with your students. That’s why having an app on your phone that can update all of your communication is so important. With a mobile publishing app, you can sit in the stands of a high school football game on Friday night, snap a picture when the home team takes the lead, and instantly publish it to your website, mobile app, Facebook, and Twitter. Your community is now getting real time updates of the positive things happening in your district.

Alright, now let’s see how the different vendors stack up. In the chart on the next page you can see the how each company is able to help your district.

	Apptegy	Blackboard	School Messenger	School InSites	Edlio
Responsive Website	✓	✓	✓	✓	✓
Custom App	✓	✓	✓		
Social Media Management	✓	✓	✓		
Alerts	✓	✓	✓		
Mobile Publishing	✓				
Thrillshare Publishing Platform	✓				