



Community Voice

Getting your message out

Resources

Use these resources in conjunction with our collection of Community Voice *Getting your message out* videos.

Introduction

- [Canada's School Boards](#) (*Education Today*)

The Job of a School Board

- [Your School Board and You](#) (IASB)
- [Telling Your Story A Communications Guide](#) (NSBA)

Working with the Media

- [Communications Now](#) (ABSA)
- [Effective Communications and Public Relations for Boards of Education](#) (SSBA)

Going Social

- [Creating Your Own Social Media Strategy](#) (OPSBA)

Building Your Own Army of Advocates

- [Constituency Analysis Grid](#) (Adapted from Corwin Press)
- [Building Community Partnerships](#)
- [Social Networking - Quick Tips](#) (Adapted from *Telling Your Story*, NSBA)

Key Messages

- [A Step-by-Step Guide to Creating Great Key Messages](#) (Excerpts adapted from Jeremy Porter)
- [Key Message Triangle](#) (Adapted from: PR House)

Elevator Speeches & Sound Bites

- [Crafting an Elevator Pitch](#) (MindTools)
- [The Secret to Spreading Ideas: Bernadette Jiwa at TEDxPerth](#)

Setting the Record Straight

- [Communication & Branding](#) (Archived MSBA webinar recording)

