

# PR for Principals: Managing the Vibe

## PD Overview

Tap three parents on the shoulder and ask them what the school stands for; you'll get three different answers. You have a perception problem. But it goes deeper than this. Your community carries perceptions about the school's performance well beyond those provided by NAPLAN metrics. Opinions vary about the quality of the teaching staff, leadership, value systems, your programs and the ability of the school to manage difficult situations. These perceptions can be managed.

## Every school has a vibe.

'PR for Principals: Managing the Vibe' takes a simple public relations approach contextualised for schools. The overarching objective is to manage community perceptions through the use of key messages. Don't fear, the program does not ask you to become a prolific publisher; in fact, it strongly recommends you write less. And the program can be implemented regardless of the communication technologies you use.

## Learn how to:

- build a shared understanding of what the school stands for with key stakeholders
- strategically position the principal as the educational leader
- plan your 'vibe' around your school's aspirations
- effectively manage apps, websites, newsletters, social media and parent portals
- measure your new 'vibe'

The PD runs for two and a half hours and is directed to principals, school leadership and for anyone involved in communications and marketing.



Community perceptions can be managed



## About the Program Creator: Denis Masseni

After a 20 year corporate career Denis entered the digital world in 2000 joining Monash University. He commenced as a sessional lecturer then soon after became program director of the Master of Multimedia/Master of Design degrees. Denis continues his association with Monash University teaching digital and social media and has also taught at RMIT University in the public relations program.

In 2007 he formed The sponsor-ed Group, quickly becoming one of Australia's leading developers of school websites. Denis has conducted two significant pieces of research into school communications; the paper 'Why schools are spooked by social media' and his newsletter research 'The Future of School Publishing' that has now been viewed over 23,000 times. Denis Masseni is also a member of the ACEL Victoria Executive and the recipient of the 2016 President's Award.