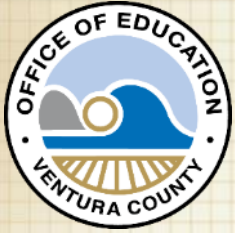


Communications Strategies

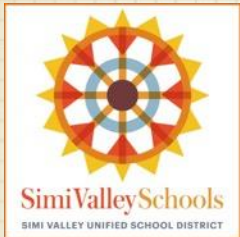
For Active Shooter Incidents at Ventura County Schools

Presenters



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Public Information Officer
Oxnard School District

Active Shooter Communications



Communicating in a Crisis

What is the most important question you can answer for parents and the community?

Are students safe?

Communicating in a Crisis

Ways to Communicate

1. Robocall/text/email alerts
2. Social Media
 - Post to official sites
 - Correct rumors on other sites and redirect to official info
3. Website
4. News Media



Active Shooter Communications



Communicating in a Crisis

Challenges You May Face

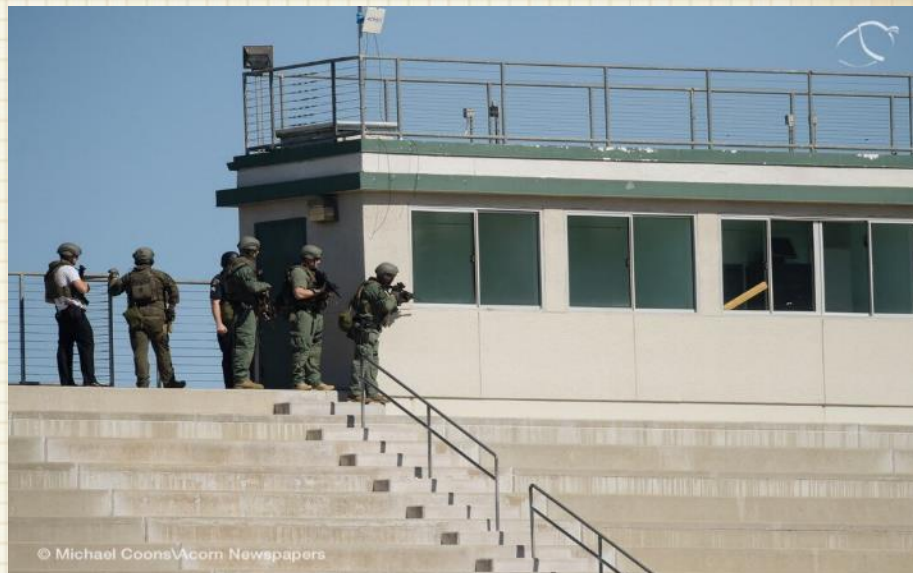
- Chaos of situation
- Prioritizing safety
- Verifying information
- Honoring law enforcement needs
- Responding to news media
- Information leaking
- Rumors spreading



Communicating in a Crisis

Best Practices

- Manage personal emotions
- Pre-designate who will be in charge of communications
- Have an off-site person ready to monitor social media and news reports and help with communications
- Acknowledge situation right away; delays fuel rumors and erode trust



Communicating in a Crisis

Best Practices

- Give continual updates as information is confirmed
- Be open and honest with the news media, but don't speculate
- Have a school representative ready to speak with parents who gather at the school



Communicating in a Crisis

Student Use of Cell Phones

- Can spread inaccurate information
- Can create a panic



Active Shooter Communications



Communicating in a Crisis

Actual Instagram video created and sent by a Simi Valley USD student DURING a lockdown.



Active Shooter Communications



Communicating in a Crisis



Student Use of Cell Phones

- Consider asking students to completely turn off their cell phones
- When the teacher is confident that the situation is stable, students may be allowed to use their phones to text parents

Communicating in a Crisis

How Parents Can Help

- Don't call the school
- Don't come to the school
- Don't spread rumors
- Get info from official sources
- Realize info texted from students may be inaccurate



Communicating in a Crisis

How to Prepare

- FEMA training for administrators
- Local city/police trainings
- County trainings
- Active shooter training
- Lockdown drills
- School Site Plans



Communicating in a Crisis

Things to Do

- Create a Crisis Communications Plan
- Be sure student emergency contact info is up to date
- Train staff to update website and social media
- Connect with parent groups on Facebook



Lessons Learned: Active Shooter Drill



Active Shooter Communications



Lessons Learned: Active Shooter Drill

Background

- Determine school readiness
- Scenario



Lessons Learned: Active Shooter Drill

Communications

Notification about the drill:

- District/school staff
- Mass communications system
- Local media
- Website and social media
- Elected officials, board members, administrators, key persons, etc.



Active Shooter Communications



Lessons Learned: Active Shooter Drill

Debrief

- Inform the community about the active shooter drill
- Post photos/story about drill



Active Shooter Communications



Contact Us



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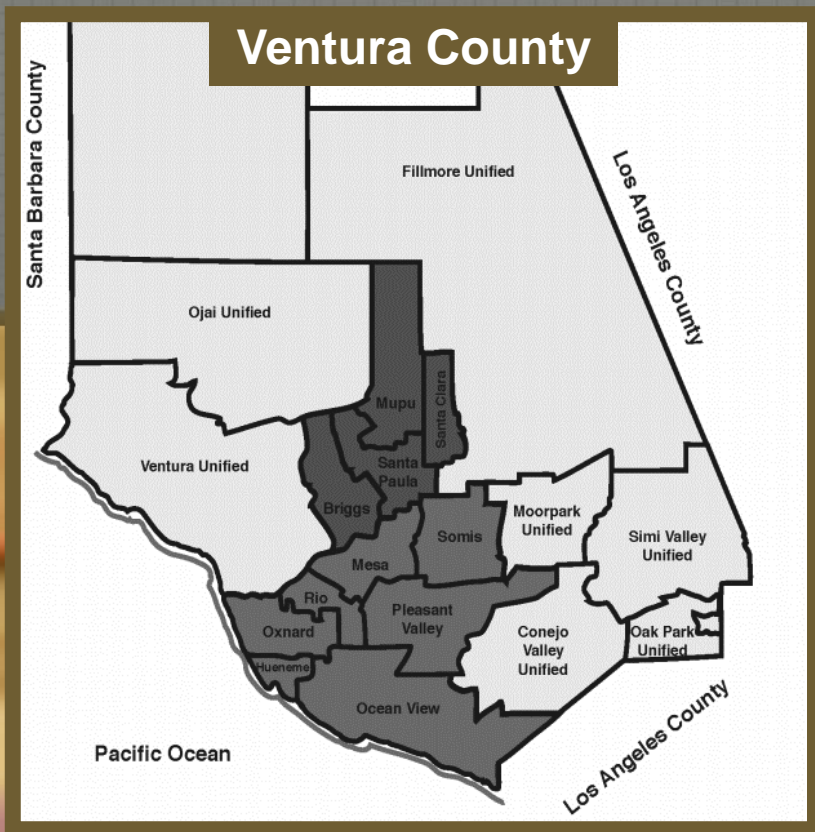
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Questions?