

# RSAS COMMUNICATIONS AND MEDIA

Good communication can help to increase school attendance. It is important families and the community understand why school is important and how RSAS can help. Below are some tips on how to communicate about school attendance in your community.

## ➤ Think of creative ways to promote school attendance.

- Design your own posters and flyers to get the school attendance message out there. You can even use the RSAS logo on these.
- If possible, share positive stories and attendance tips and reminders on social media and use the hashtag #SchoolEveryDay.
- Videos and pictures on Facebook and YouTube work really well. For example, you could record a music video about kids going to school or take some photos of the kids doing art projects in the classroom.
- Where possible, get the students and community involved. You can use student's artwork, photos and videos taken with a smart phone.
- **Make sure you have written consent before you share any artwork, photographs or videos on social media or websites.**

## TIPS FOR TAKING A GREAT PHOTO

- **Lighting** – if a photo is too dark or too bright it is harder to use. Try to avoid poorly lit rooms. Natural light often works best but watch out for shadows.
- **Keep it sharp** – blurry photos are no good. Make sure people aren't moving around.
- **We want to see people** – it's always great for readers to see a photo of a person they know. Photos with one or two people in them are best. Group shots can also give a community feel.
- **Action** – the best photos tell a story. If you're taking a photo of a student, include an activity, like painting, in the shot.
- **Distance** – think about how close the people are in your photo. A close up may make a good photo, while a distance shot can show more of the activity going on.
- **Consent** – make sure you have written permission to use anyone's photograph or artwork. For people under 18 years old parental consent is needed.

➤ **Keep messaging clear, positive and proud.**

- Use dot points and easy to read font. Catchy phrases are best.
- Talk to the community and students about why they go to school, and find out what works and what doesn't.
- Link with other programmes, such as the Rangers, and ask them to talk about the benefits of school. For example, do a radio interview and talk about the importance of attendance.
- Messages should be written or spoken in local languages and English when possible.
- Designs should be bright, eye catching and culturally appropriate.
- Follow [Indigenous.gov.au](http://Indigenous.gov.au) and other RSAS providers on social media to see how they are doing things and to share your own ideas.

➤ **Celebrate the successes of Aboriginal and Torres Strait Islander people.**

- Tell the story of Aboriginal and Torres Strait Islander role models in a range of fields such as music, sport and education.
- Congratulate students who have done well and share good news stories.
- Ask high profile visitors, such as sports stars or actors, to film a short video or post on social media about why school is important. Do not forget to post it with the hashtag #SchoolEveryDay