

WHAT IT IS



Audio Messaging

Type or speak your message and let TalkingPoints do the work: translating for those families that need it, delivering as an audio file via text or the Family App, bringing a voice every family can hear!



Video Messaging

Create an in-app video or upload a video from your computer with a click and send to families via text or Family App so every family can see you, hear you and understand you with translated video captioning.

HOW IT WORKS



[Audio Messaging Help Article](#)



[Video Messaging Help Article](#)

TIPS AND TRICKS



Audio Messaging

- Keep messages brief, under 45 seconds
- Consider typing, rather than speaking your message to ensure accuracy
- If speaking your message, which can be the fastest, check the transcription for accuracy before sending



Video Messaging

- Consider reading from a script to keep your message clear and brief
- Practice your script a few times first so it doesn't sound robotic
- Check the script to clear up any small verbal errors but don't over-edit which can lead to the video captioning not matching the audio-video for the audience

GREAT IDEAS



Audio Messaging

- Consider in place of a robo-call as it will be received by all families regardless of home language
- Audio messaging can be a great tool to share very important information in a way that addresses varied literacy levels of families. Share a weekly highlight for your school or district that helps families see school engagement as a positive experience.
- When sharing large amounts of information that can be difficult to get families to engage with, add an audio message "pitch" to explain why families will want to read or engage (e.g. upcoming parent teacher conference detail or testing season information).
- Think through past communications that weren't equitably received and consider how audio messaging might make that information more accessible for all.



Video Messaging

- Create a weekly video during the summer to let students and families know you are excited to see them in the fall and to share a weekly tip to capitalize on the summer but also get ready for Back to School (think about the info you wish every family had when kids head back each year to school).
- Consider a theme, like improved attendance, and share spoonfuls of information each week that can provide equitable information to all families and helpful tips.
- Short videos can be a great way to get families to engage in other information. Consider adding a video explaining why a family would want to read an attached pdf, for example.
- Have fun and share your voice! If a picture is worth 1000 words, think what a video can do. Let families hear from you and shape your own school or district narrative!