

Recommended Guidelines for when to use Text Messaging

To prevent texting from being ignored by parents, text messages should be reserved for emergencies and important reminders at both the district and campus level. Only select employees – principals (and some assistant principals), school support officers, and communications staff – will have the authority to send text messages.

Please avoid using text messaging to send out nonessential information that could be conveyed more appropriately in other ways including written letters, phone messages, and website postings. In addition, HISD has [PowerUp:HUB](#), which is providing teachers with a platform to communicate with students and deliver homework and quizzes to them.

Examples of when to send emergency text messages:

- School closing due to inclement weather
- School closing due to power outage or other facility problem
- Bomb threat
- School lockdown
- Shelter-in-place
- Stranger danger/attempted abduction
- Evacuation
- Bus accident
- Riot or major fight on campus
- Health emergency
- Death of student

Examples of when to send non-emergency text messages:

- Update on facility repairs
- Cancellation of major event(s)
- Early release days
- Holidays
- New principal or administrator
- STAAR, SAT, ACT, or other important testing dates
- Report cards or progress reports
- Graduation announcements
- Welcome back messages for faculty, parents, and students
- Open house/parent meetings
- PTA/PTO meetings
- Picture day