

	Post	Alert	Direct Message	Auto Notice	Secure Document
<b>Best for</b>	Communication or announcement to entire district, school, class(es) or a group(s)	Alerts and short reminders	New message to a single individual or a few individuals, private communication	Sending student-specific notifications to parents - often automated	Sending student specific PDFs to parents
<b>Examples</b>	General communications, newsletters, events/RSVP, forms, permission slips, volunteer & wish lists, appointment sign ups, payments	<b>Smart Alert:</b> reminders, school closures, delayed opening, early dismissal, after-school and activities cancellation; <b>Urgent Alert:</b> natural disasters, critical threats	Student progress, sending photos, behavioral Issues, homework for an ill student	Student specific attendance/tardy notice, lunch/book fees, Saturday school, truancy letters, COVID exposures, transportation & bus route information	Report cards, assessment results, IEPs, certificates
<b>Message Type</b>	Everyday announcements & messages	Important & short logistical updates	Private messages and/or messages to a few people	Student specific information	Document is specific to the student
<b>View Duration</b>	Viewable online for the school year	Viewable for 3 weeks	Viewable online	Viewable online under Alerts & Notices	Viewable online for the school year under Secure Documents
<b>Archived</b>	At end of school year	Not archived, always available to admins for reuse	Not archived, always available	Not archived, always available to admins for reuse	Not archived, always available to admins for reuse
<b>Attachment</b>	Attach files, photos, videos	No attachments	Attach files, photos, videos	No attachments	Only the single secure document
<b>Delivery</b>	Sent via recipient's notification method & frequency. Sender may send immediately or at recipients' preferred frequency	Smart Alert: sender chooses: text, voice call, email. Default to text (voice if text fails) Urgent Alert: Text, voice call, email and app notification.	Sent via recipient's notification method (default is email)	Sender chooses delivery method	Delivered to parents according to their notification preferences
<b>Comments</b>	Comments are hidden by default. (Can be made visible.) Comments can be disabled per post.	No comments	No comments, but can reply	Can have response note	No comments
<b>Send to</b>	Existing district, school, classes, groups	Existing district, school, classes, groups and/or csv file of recipients	Individuals or selected users	All parents of the students whose student IDs are in the csv file.	All parents of the students whose student IDs or state student IDs are in the pdf.
<b>Translation</b>	Translation of post body is automatic, but may be edited prior to sending. Translations of add-ons to posts (sign ups, forms) are not automatic.	Translations are <b>NOT</b> automatic and should be previewed prior to sending.	Automatic two-way translation	Translations are NOT automatic and should be previewed prior to sending.	Translations can be automatic for notification title/message - secure doc PDF is not translated
<b>Schedule</b>	Can be scheduled	Smart Alerts can be scheduled. Urgent Alerts are sent instantly..	Cannot be scheduled	Can be scheduled	Can be scheduled
<b>Text/SMS Notification</b>	Message truncated to 140 characters, with a link to view entire post	Character limit is 300	Message truncated to 140 characters, with a link to view entire message	Character limit is 300 with a link to view notice	Subject of the document truncated to 140 characters, with a link to view documents
<b>When Delivered</b>	Sender may send immediately or at recipients' preferred frequency	Immediately or at day/time scheduled.	Immediately. Sender will be alerted if outside of office hours for the recipient.	Immediately or scheduled. May be automated to send on a schedule all year long.	User preferred notification- instant or digest delivery
<b>Merge Fields</b>	N/A	N/A	N/A	Can insert information from csv	N/A