

# LINQ Connect App Launch Toolkit

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## Welcome!

This LINQ Connect App Launch “District Toolkit” was designed to include several resources that will help you communicate LINQ Connect with the families you serve. Below is a comprehensive list of all the items included in the toolkit, along with descriptions and additional information.

## LINQ Connect FAQs

There are 2 sets of FAQs:

1. *FAQs for District and School:* These are meant for your staff to help navigate LINQ Connect and how to use it. The most asked questions they have can be found in this document.
2. *FAQs for Parents:* These are meant for your parents and families to help navigate LINQ Connect and how to use it. The most commonly asked questions can be found in this document. You can share a link on your website or use the document in its entirety.

## Resources for Parents

- *Digital Postcard, Fees* – This postcard can be placed in any of your digital channels or printed. It is for those who have meal payments and fee management.

- *Digital Postcard, No Fees* – This postcard is designed for those who have meal payments only. It can be used as a digital image or printed.
- *Digital Poster, Fees* – The poster is designed to be printed and placed at school or event sites as your families visit open houses, offices and events. It is designed for those who utilize meal payments and fee management.
- *Digital Poster, No Fees* – This poster is designed for those who only utilize meal payments through LINQ. It can be printed and placed in schools, offices and events.
- [\*Parent Portal\*](#) – Has a variety of assets such as training videos, blogs, FAQs and more for parents to better understand and utilize LINQ Connect.
- *Make Your Payment Today* – Hang this one pager up in your front office, counseling center or anywhere that has high traffic for families. This flyer was designed as an easy way to refer parents who are asking to make payments at the school sites. They can scan the code and easily make a payment for those items you offer through LINQ Connect.
- *How-To Guides*- These are designed to walk parents through how perform various tasks within LINQ Connect.

## Digital Assets

- **NEW** LINQ Connect Logos
- **NEW** LINQ Connect Web Buttons
- **NEW** Email Header Images
- **NEW** Social Media Images
- **NEW** Newsletter Images
- **NEW** Presentation PPT Slides
- QR Codes

## Email Communications

The email communications section includes versions of scripts you can copy and paste into your email messages. These can also be used as a printed letter if you send out communications using U.S. mail



## **Newsletter Communications**

The newsletter communications include simple scripts you can copy and paste into your existing newsletter. These can also be utilized on your website if you have a payment section and want to feature a web article.

## **Phone Communications**

If your district uses a mass phone messaging system, the phone scripts can be read and recorded.

## **SMS/Text Messaging Communications**

If your district utilizes SMS/Text Messaging, you can copy and paste these messages to be sent to staff and families.

## **Social Media Communications**

The social media kit includes several graphics and short snippets of information that can be posted on all your channels including Facebook, Twitter, and LinkedIn. It also includes embedded QR codes to make it easy for your audience to scan and download the app.

