



Office of the Assistant Superintendent

Jennifer Cannata, Assistant Superintendent

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Dear Colleagues,

Our mission in Middletown Public Schools is to cultivate the brilliance in each of our students, and we want to celebrate that brilliance whenever and wherever possible. Social media and our District website provide valuable opportunities to showcase the accomplishments, experiences, and achievements of our students and schools with a broader audience, including parents, families, and members of our community.

As we celebrate our students and share the great things happening in our schools, it is equally important that we respect the privacy of students whose families have opted out of media releases. When taking photographs or videos in your schools, please be mindful of students who are not permitted to be included in the media. Building administrators have access to the list of students who have opted out of media releases, and this information should be referenced before taking or sharing photographs or videos online.

As we actively engage our community and showcase the many outstanding opportunities and experiences Middletown Public Schools has to offer. Schools are encouraged to look for opportunities to capture and share these moments throughout the school year. **Each school should publish 2–3 relevant posts per week on its respective social media page and District website.**

Administrators should work collaboratively with their teams, including Educational Technology Specialists (ETS), to identify, gather, and share appropriate content. Through ParentSquare, approved staff have the ability to create posts and cross-post that content to their school's page on the District website and to social media. Additional work will be taking place in the near future to ensure ParentSquare accounts are properly configured to support this.

To assist with this process, please refer to the video guides below, which provide step-by-step instructions for posting and sharing content through ParentSquare. Guides are available for both the desktop platform and mobile app:

- [ParentSquare Posting and Sharing – Desktop](#)
- [ParentSquare Posting and Sharing – Mobile](#)

If you have any questions, concerns, or experience any issues with posting or sharing content, please contact Scott Roberts, Public Information Officer, at robertss@mpsct.org for assistance.

Thank you for your continued dedication to our students and for helping us celebrate the wonderful things happening across Middletown Public Schools.

Sincerely,

Jennifer Cannata