

	Post	Alert	Direct Message	Auto Notice	Secure Document	Virtual Phone
Best for	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	One-to-one teacher/staff and parent phone calls
Examples	General communications, newsletters, event/RSVP, forms, permission slips, volunteer & wish lists, appointment sign-ups, payments	Smart Alert: reminders, school closure, delayed opening, early dismissal, after-school or activity cancellation; Urgent Alert: natural disaster, 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 exposure, transportation & bus route information	Report cards, assessment results, IEPs, certificates	Student-specific reasons such as academic performance, behavior issue, attendance, checking in, scheduling a meeting
Message Type	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	Phone call
View Duration	Viewable online for the school year	Viewable for 3 weeks	Viewable online	Viewable for 3 weeks	Viewable online as long as student remains at the school	Call logs, transcripts, recordings available for the school year
Archived	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, template always available to admins for reuse	Not archived, always available
Attachment	Attach files, photos, videos	No attachments	Attach files, photos, videos	No attachments	Only the single secure document	No attachments
Delivery	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	Outgoing calls go to parent's phone; incoming calls can be answered live or sent to voicemail
Comments	Comments are hidden by default. Can be made visible & can be disabled per post	No comments	No comments, but can reply	Can have response note	No comments	No comments, but parent can leave a voicemail message
Send to	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 students whose student IDs or state student IDs are in the pdf	Staff can call parents, and parents can call back or initiate call to staff if number is shared
Translation	Translation of post body is automatic, may be edited before sending. Add-ons to post (sign up, form) are not automatic	Translation of message is automatic, may be edited before sending	Automatic two-way translation	Translations are manual	Translations can be automatic for notification title/message - secure doc PDF is not translated	No translation
Schedule	Can be scheduled	Smart Alerts can be scheduled. Urgent Alerts are sent instantly	Cannot be scheduled	Can be scheduled	Can be scheduled	Cannot be scheduled
Text/SMS Notification	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	N/A
When Delivered	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	N/A
Message Options	Rich text formatting	N/A	N/A	Rich text formatting; Merge Fields to insert information from CSV	N/A	N/A