

Introducing ParentSquare Pointers!

Now that you've dipped your toes in the ParentSquare pool, are you ready to dive deeper into all things ParentSquare? Introducing **ParentSquare Pointers**, our periodic dose of ParentSquare tips and tricks delivered via JAM/JEM. Think of it as a cheat sheet to avoid digital communication disasters. We'll reveal underutilized features, share tips to make you 'ooh' and 'ahhh,' and remind you how to avoid blunders, like sending messages to the wrong peeps (been there, done that).

First up: [ALERTS!](#)

Go ahead, click the link, you know you want to... It's safe and it's a quickie!

Did you know that ParentSquare offers two types of alerts to get messages out quickly? Keep in mind - **only** administrators and office staff can send alerts. Teachers do not have the alert functionality.

★ Smart Alerts – Perfect for quick reminders and everyday kind of messages! These alerts prioritize text messages first, and if undelivered, they'll follow up with a voice call.

★ Urgent Alerts – Used in school closures or critical situations (most often these messages will come from the communications department). These messages reach all communication channels simultaneously, ensuring you get the info out when it matters most. Use caution when using urgent alerts, as you don't want to overwhelm your patrons and turn them off to ParentSquare. This type of alert WILL override the recipient's notification preferences.

💡 Pro Tip: Use the Message Library to pre-set alerts and send messages quickly when time is of the essence!