

“Innovate & Lead: Strategies for School Leaders”

Mastering Digital Communication with Stakeholders
Day 7 - September 25, 2025



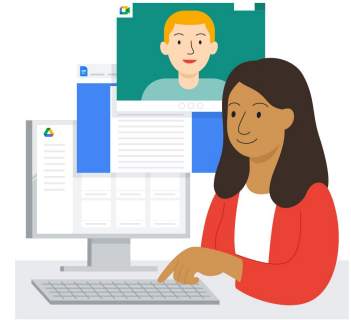
Welcome, School Leaders!

Our focus today is **Mastering Digital Communication with Stakeholders.**

As a leader, every message you send shapes your school's culture.

This session moves beyond simply sending emails and chats to a more strategic approach.

We will explore how to choose the right tool for the right audience to build stronger relationships, enhance transparency, and lead your community with clarity.



Introduction to Google Mail

What is Gmail



Gmail is a free, web-based email service developed by Google that allows users to send, receive, and organize electronic messages and files. It is accessible on multiple devices through a web browser or dedicated apps and offers features like powerful search, large storage, and integration with other Google services.

Use Cases of Gmail for School Leaders

Category 1: Parent & Community Engagement

- A Welcome Email to New Parents for the Academic Year
- An Announcement and Agenda for the Upcoming Parent-Teacher Meeting
- A School Newsletter Template for Monthly Updates
- A Letter Addressing a Recent Safety Concern on Campus

Category 3: Internal Staff Communication

- A Weekly **Staff** Bulletin Highlighting Key Announcements and Deadlines
- An Email Congratulating a Teacher on a Recent Achievement or Award
- A Formal Announcement of a New Staff Hire
- A Request for Agenda Items for the Upcoming Staff Meeting

Category 2: Managing Difficult or Sensitive Topics

- A Draft Email to a Parent Regarding a Student's Behavioral Issue
- A Memo to Staff Explaining a Change in School Policy
- A Constructive Follow-up Email After a Teacher Observation
- An Empathetic Response to a Parent's Complaint

Category 4: Event & Logistics Coordination

- An Invitation to the Annual School Day Event for Dignitaries
- A Detailed Email to Staff Outlining Responsibilities for the Sports Meet
- A Post-Event Thank You Email to All Volunteers and Participants
- A Request for Quotations for School Transportation Services


What you can do with Gmail

With Gmail,

- Your email is stored safely in the cloud.
- You can get to messages from any computer or device with a web browser.
- You can join or start a video meeting in Google Meet right from Gmail.
- Add Google Chat to your Gmail inbox and get all the features of Chat directly in Gmail.
- You can also quickly organize and find important email, as well as read and draft email without an internet connection.



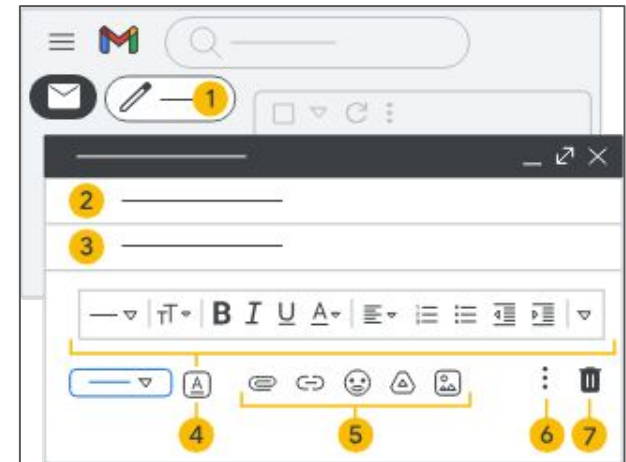
Email, chat, and collaborate

1. Click Settings  and then See all settings and then Chat and Meet to show or hide Chat or Meet
2. Open email
3. Open direct messages and spaces
4. Open video & audio meetings



Compose an email

1. Click Compose to create an email
2. Add recipients
3. Add a subject
4. Format text
5. Add files and links
6. Show more options, such as templates
7. Delete draft



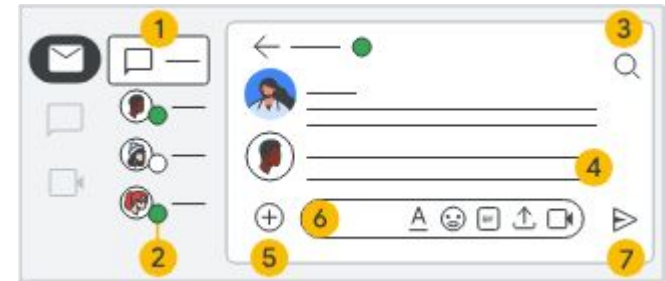
Reply to an email

1. See previous responses
2. Reply to email
3. Forward email
4. Expand all email
5. Open email in a new window
6. Show more options



Chat with colleagues

1. Click New chat to chat with a person, space, or app
2. See someone's status
3. Search in a chat or space
4. Read chat messages
5. Add a Drive file or a Calendar invite
6. Format text, add emojis, and more
7. Send a chat message



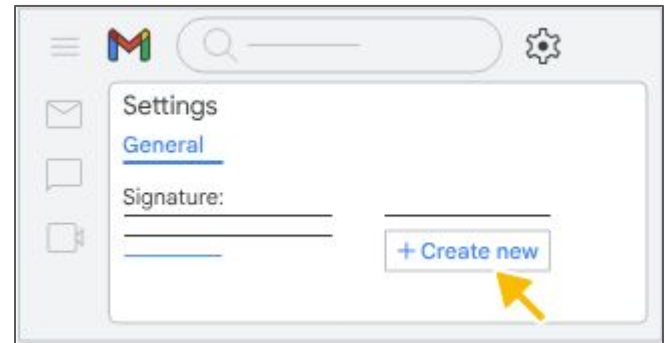
Start or join video meetings

1. Create a new meeting
2. Join a meeting using a code or nickname
3. Join a selected meeting
4. See details for a selected meeting



Chat with colleagues

1. Open Gmail.
2. At the top right, click Settings and then See all settings.
3. In the General tab, scroll to Signature and click Create new.
4. Name your signature, then click Create.
5. This name is not your actual signature, but is a name for the signature template.
6. In the text box at the right, add your signature text.
7. (Optional) To add text colors, links, and images, use the format bar.
8. At the bottom, click Save Changes.



Introduction to Google Chat Spaces

What is Google Chat?



Google Chat is

- to get everyone in the same place
- to discuss a topic or team project.

These can be managed by an admin or the creator. Members can follow conversation threads, collaborate on documents, and arrange for meetings all in the space.

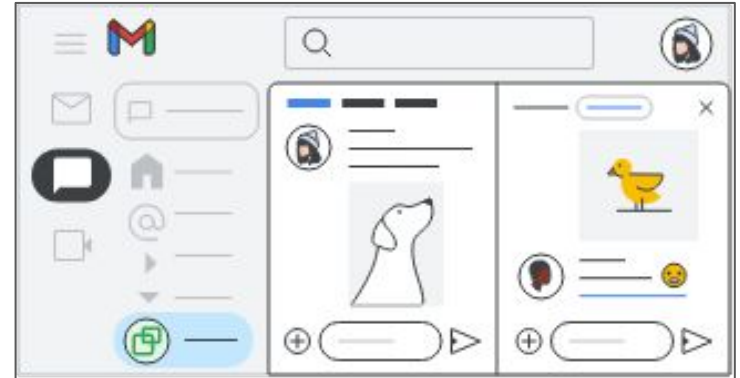
Chat Spaces

To communicate with a group of people or an organization about a topic, project, or shared interest, create a space in Google Chat. For example, you can create a space to discuss timelines for a future marketing campaign.

With spaces you can:

- Focus your conversation on a common area of interest or your projects, or make organizational announcements.
- Create threads for things that require detailed discussion.
- Share files and assign tasks to members.
- Add apps to create easy workflows within your space.

Important: Space names are visible for all members of the domain with access to Chat service.



Use Cases of Chat Spaces for School Leaders

Category 1: Real-Time Coordination & Urgent Updates

- Quickly check a teacher's availability for a last-minute meeting.
- Send an urgent alert about a campus issue, like a power outage or unexpected closure.
- Get a fast confirmation from the admin head about a purchase order or visitor arrival.
- Coordinate live logistics with the event team during event,.

Category 3: Project & Committee Management

- Set up a Space for the "NEP 2020 Implementation Taskforce" to collaborate on policy drafts and share resources.
- Manage the "School Accreditation Process" in a dedicated Space with all relevant stakeholders and documents.
- Organize the "School Magazine Committee" by sharing articles and design ideas in a central space.

Category 2: Departmental & Team Collaboration

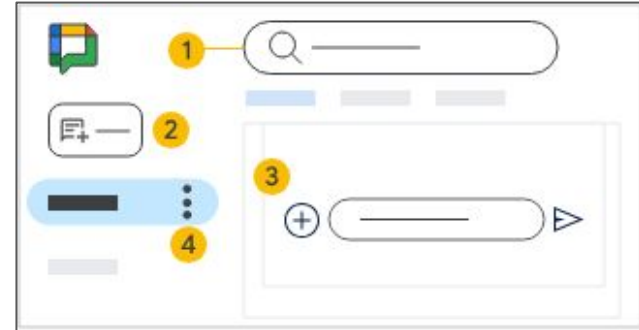
- A dedicated Space for all "Heads of Department" to share weekly updates and meeting minutes.
- Separate Spaces for the "Science Department" and "Arts Department" for curriculum planning and resource sharing.
- A Space for the "Admin and Operations Team" to manage daily tasks, logistics, and vendor communications.
- A "New Teachers Support Group" Space for mentors and new hires to ask questions and share resources.

Category 4: School Culture & Community Building

- Create a school-wide "Staff Announcements & Kudos" Space to celebrate achievements and share positive news.
- Set up an optional "Book Club" or "Gardening Club" Space for staff to connect over shared interests.
- An "Innovation Hub" Space for brainstorming and discussing new school initiatives.

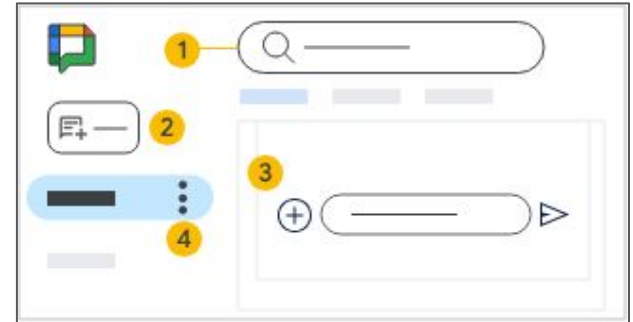
Send messages to an individual or group

1. Search for people and spaces or words and phrases in messages.
2. Click New chat to search for a person or group. To chat with several people, add recipients and click Start chat.
3. Select a person or group to chat with. Enter your message and click Send.
4. Next to a person or conversation, click More to:
 - Adjust notifications
 - Leave a conversation with the option to return
 - Block a person or space
 - Hide or delete a conversation



Create a space for your team

1. Click New chat and then Create a space. You can then name the space, add people to it, and set restrictions
2. Click a space name to:
 - View members
 - Add people and apps
 - Set notifications
 - Leave a conversation
3. Click a message to start a new conversation



Manage & enhance your messages

1. Click Settings to manage notifications, blocked people and spaces, and more
2. Next to a message, click Add + to insert a file from Google Drive , add a Google Calendar event , or (spaces conversations only) create a new file in Docs, Slides, or Sheets
3. In a message, you can:
 - Insert emojis or GIFs
 - Upload a file
 - Start a video meeting



Introduction to Google Tasks

What is Google Tasks?



Google Tasks is a free task management app and service that allows you to capture, manage, and track your to-do items, integrating with other Google Workspace products like Gmail and Calendar.

Use of Google Tasks

Use Google Tasks to keep track of important to-dos that sync across all your devices. With Tasks, you can:

- Quickly capture tasks anywhere, from any device.
- Add details to your tasks and create subtasks.
- Create tasks from Google Workspace products like Gmail and Calendar.
- Stay on track with due dates and notifications.



Open Tasks

1. You can add tasks to the side panel in some Google Workspace apps.
2. Go to Gmail, Calendar, Chat, Drive, or a file in Google Docs, Sheets, or Slides.
3. Important: If you can't see Tasks app, click the arrow in the bottom right of the screen to expand the panel.
4. On the right, click Tasks Tasks.
5. Tip: In Gmail spaces, you can create, assign, edit, complete, and delete group tasks.

Open Tasks in Calendar

You can switch views in your calendar to see your tasks and task lists in a single full screen.

- On your computer, open Calendar.
- At the top right, click Tasks .

Note: If you can't access Tasks, contact your administrator



Add a task and give it a due date

In Tasks, each task goes in a list. To start, there's a default list that you can add tasks to.

- Adding a due date and time adds the task to your calendar:
- Go to Gmail, Calendar, Chat, Drive, or a file in Google Docs, Sheets, or Slides.
- On the right, click Tasks Tasks.
- At the top, click Add a task .
- Enter a task.
- To add a date and time, click Date/time.

Tips:

- To repeat a task, next to “Date/time,” click Repeat . Tasks with subtasks can't repeat.
- In Google Calendar, a certain number of upcoming instances of a repeating task will appear on the calendar grid, and as time passes, new ones will be added automatically.

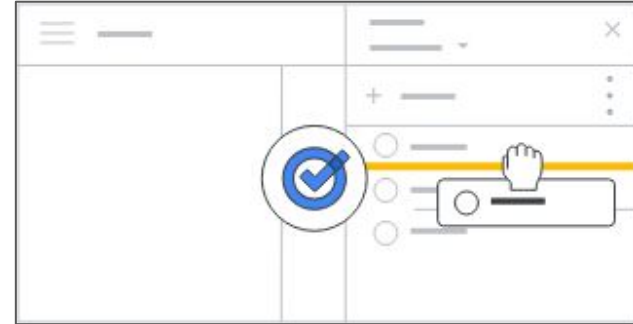


Drag a task to reorder it

To reorder your tasks, change your sort options to “My order.” At the top of a list, click List options and then My order.

- On your computer, select an option:
- Open Tasks in Calendar.
- On the right of the side panel, click Tasks Tasks.
- Click and hold a task.
- Move the task where you want.

Tip: To reorder a task you're editing, on the left, click and hold Drag



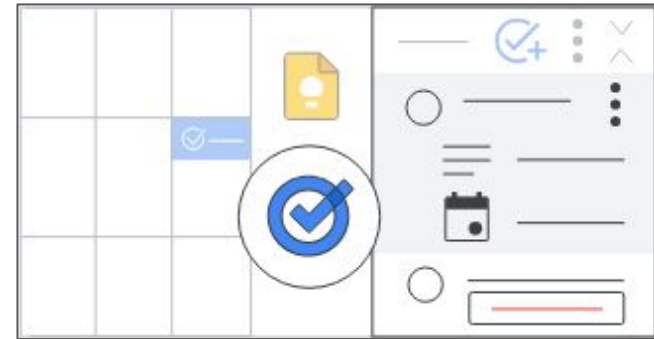
Update a task or its due date

Go to Gmail, Calendar, Chat, Drive, or a file in Google Docs, Sheets, or Slides.

- On the right, click Tasks Tasks.
- Click the task you want to change.
- Change the task info.

Tips:

- If you want to change the date and time of the next repeating task in a series, click the date.
- To edit the date and time for all tasks, at the bottom, click the repetition info.



Mark a task complete

- Go to Gmail, Calendar, Chat, Drive, or a file in Google Docs, Sheets, or Slides.
- On the right, click Tasks Tasks.
- To the left of a task, click Complete Mark complete.

View your completed tasks

On your computer, select an option:

- Open Tasks in Calendar.
- On the right of the side panel, click Tasks Tasks.

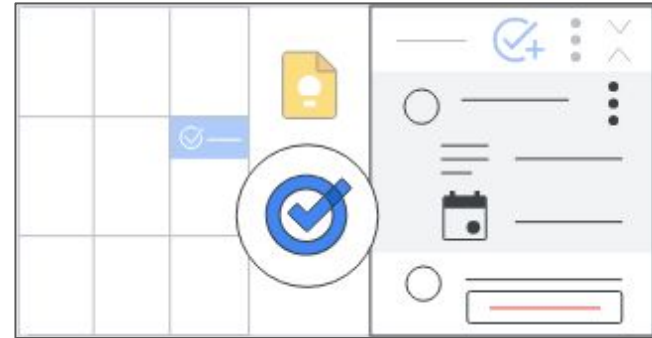
Select an option:

- To find completed tasks, next to "Completed," click the Right arrow .
- To hide completed tasks, click the Down arrow .
- Tip: You can hide completed tasks that show in your calendar.

Delete a task

Go to Gmail, Calendar, Chat, Drive, or a file in Google Docs, Sheets, or Slides.

- On the right, click Tasks Tasks.
- Point to the task you want to delete.
- Next to the task name, click Open menu More and then Delete.



Sort tasks by date

- If you add due dates for your tasks, you can easily sort them to see which items are coming due soon. Just sort your tasks by date.



Track multi-step tasks with subtasks

- If your task consists of several individual things that need to get done, add subtasks.
- Your subtasks appear indented beneath the main task, and you can check off each item as you get it done.



Create separate lists to categorize tasks

In addition to your default task list,

- you can create and name additional lists to categorize your tasks.
- For example, you might want to track personal tasks in a separate list from work tasks.
- Or track tasks from separate projects in their own list.



Schedule & manage tasks in Calendar

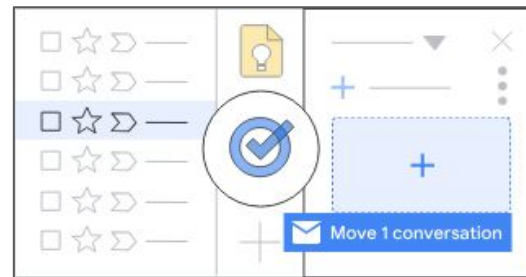
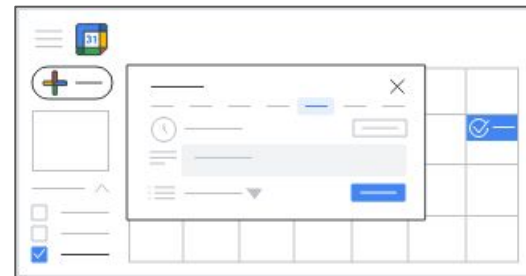
To easily schedule a task with a due date,

- add it directly to your calendar in the time slot that it's due. You'll see it both in your Calendar grid, and in a Tasks list.
- When you add a task in Calendar, you can do many of the things you do in Tasks, such as make it repeat, mark it complete, and more.

Save an email as a task

You can also use Tasks to keep track of emails you need to respond to.

- Just drag the email to Tasks, and it appears as a task in a list.
- You can then edit the task, add details, and schedule recurring or one-time reminders



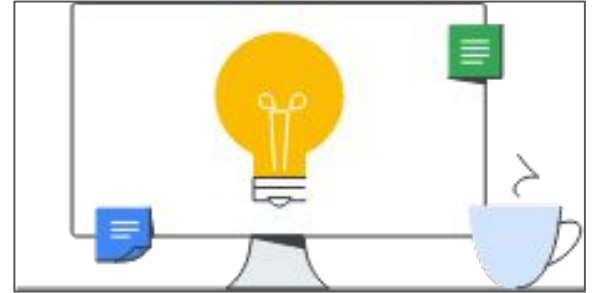
Add a task from Google Chat

If a chat you have with a co-worker results in an action item, just add the chat to your Task list. It will appear in the last list you viewed in Tasks.

Assigns tasks to members of a Chat space

As a member of a space in Google Chat, you can

- create and manage group tasks
- assign tasks to other space members.
- You can view tasks in the space where they're created. If a task is assigned to you, it appears in your task list in Google Tasks.
- When someone creates or updates the task, a notification appears in the space.



Choose your communication channel

Gmail is a powerful hub for work, where messages, tasks, and teams come together. Here's how to choose the right communication channel for any task, all from within Gmail.

- **Email** for formal and structured messages
- **Chat** for informal and quick exchanges
- **Spaces** as team project areas
- **Meet** for video conferencing



FAQs

- When is it better to use a chat "Space" instead of a group email chain?
A "Space" is better for ongoing projects or team discussions. It keeps all conversations and related files in one place, preventing important information from getting lost in long email threads. Use email for formal, one-way announcements.
- How can I manage the expectation of being "always available" on chat?
As a leader, it's important to model healthy boundaries. Communicate your working hours and use your status to indicate when you are busy or away. Encourage your staff to do the same.
- What is the best way to communicate with parents who may use different apps and have varying levels of tech skills?
Use a multi-channel approach. Use email for official, detailed communication. For quick reminders, you can explore other channels, but always ensure the most critical information is sent via a reliable and accessible primary channel like email.
- How do you ensure important decisions made in a chat are officially recorded?
After a decision is reached in a chat, it's good practice to summarize it and send it out as a formal email or add it to the minutes of the next official meeting. This creates a formal record.
- What is a simple rule for digital communication etiquette that I can share with my staff?
A simple and effective rule is: "Be clear, be concise, and be considerate." This encourages staff to think about the purpose of their message and the time of the person receiving it.

FAQs

- How can a leader use "labels" and "filters" in their email to automatically organize messages?
A leader can create a "filter" that automatically applies a "label" to certain emails. For example, a filter can find all emails from the district office and apply a red "Urgent" label, making them easy to spot in a crowded inbox.
- What is the "snooze" feature in email, and when is it useful for a busy leader?
The "snooze" feature temporarily removes an email from your inbox and makes it reappear at a later time you choose. It's useful for emails you don't have time to deal with right now but don't want to forget about.
- In a chat space, what is the benefit of using "threads" for conversations?
"Threads" allow you to reply to a specific message, keeping all related replies neatly bundled together. This prevents different conversations from getting mixed up in the main chat window, making it much easier to follow along.
- How can I set my "status" in a chat application to manage my staff's expectations?
You can set a custom status like "In a meeting until 11 AM" or "Focusing on reports today." This proactively informs your team of your availability and manages their expectations for a quick response.
- When I share a file in a chat space, where is that file stored?
Files shared in a chat space are automatically stored in a dedicated folder for that space within the cloud drive. This keeps all project-related files organized and accessible to all members of the space.

Thank You!