

## eSVShare App Quick Tips

### Q. Who has access to this app?

Currently, access is only granted to school principals and area superintendents as well as the Communications team.

### Q. How do I download and log into my eSVShare app?

1. Download you're the eSVShare app in the Apple or Google Play store on your smartphone.
2. Check your district email.
  - a. You've been added as a user for your school site.
  - b. Email from: **eSV2go** (no-reply@esvalerts.com via schoolinfoapp.com)
  - c. Subject title: **Admin/Teacher registration for the Clovis Unified School District app**
  - d. Message:

Click [here](#) to get started using the esv2go Dashboard to manage content, create notifications and more for the Clovis Unified School District app by esv2go or open the link below in your browser:

<http://siap.ps/a4b033>

Thanks!

3. Click on the link from the email and create your own password with the popup.
4. Go to the app on your phone and sign in:
  - a. UN: DistrictEmail@clovisusd.k12.ca.us
  - b. PW: Your new password!
5. You now have access to the eSVShare app on your mobile device!

### Q. I've created an account and have access to the app on my phone, now what?

Create a post!

1. Think of where you want your message to appear
2. Create your message
3. Select your channels (where do you want the message to appear?)
4. Select your targets (your school + if you also want it to connect to FB/Instagram/Twitter or if you're selecting an Instant Connect list)
5. Schedule the message!

### Q. What are the different channels?

- **Push Notification:** phones only, message lives nowhere. Used for reminders or to point to another post.
- **Facebook & Twitter:** posts to the social media channels you've connected to your account.
- **Website:** Pushes to the app and CMS in the news section. Select UPDATES in the channels section.
- **Voice Dial/Text/Email:** All Instant Connect Features (lists will appear on next tab)

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### Have questions or need help getting started?

Contact **Kellie Feramisco**  
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or visit <https://www.cusd.com/eSVShare.aspx>  
for all training materials!

## Best Practices to Keep in Mind

### 1. Don't always send the same message via Facebook, Twitter, App Push, Instant Connect, and News

- ✓ If Facebooks, Twitter, or Instagram are connected to your app, they will populate to your app's news feed, along with other news posts from your website or eSVShare. This means that users would see basically the same post multiple times on your app and may even receive multiple push notifications from your school.
- ✓ **Instead, designate roles for each of these platforms!** See these examples:
  - **Facebook (or Instagram):** Quality photos or videos captured of events happening on campus; sneak peek into your school's environment, faculty or overall brand of the school.
  - **Twitter:** Updates on sporting events, competitions, things happening now or retweeting events, schools, news stories that could have to do with your school or education.
  - **App Push Notification:** Reminders of something happening that day OR pointing to an earlier post to re-generate buzz around it.
    - Can also be paired with School News Posts: it will populate in the app newsfeed or CMS as well as send a notification to those who have the app.
  - **Instant Connect:** Email, Text, Phone Calls should be reserved for:
    - **Email** = Use when you have LOTS of information to share
    - **Text** = Use when you have Important, Time-Sensitive information to share
    - **Phone Calls** = Use when you have Urgent, Very Time-Sensitive information to share
  - **News Posts:** These generate in your eSVShare app platform and push to the website and/or school's app.
    - Use for any posts that normally go in your school news: new weekly calendar, introducing a new staff member, advertising something about to happen or did happen etc.

### 2. When should I post?

- ✓ **Don't post late at night:** It is posting within 10-30 minutes of creation.
- ✓ Therefore, if you are posting on social media or anywhere from the eSVShare app platform, your users may be getting push notifications and social media alerts late at night.
- ✓ Luckily, eSVShare allows you to **schedule posts**. Use this feature to ensure you aren't disrupting users late at night.