

SchoolTV Trial Guidelines



TRIAL PERIOD: 1st March – 30th June 2025

Platform Access

- **Who:** Leadership, wellbeing staff, all staff
- **What:** Engage with parents and enhance student wellbeing
- **Access:** Full use of your branded SchoolTV site and engagement dashboard

Subscription & Invoicing

- Should your school wish to self fund and continue with SchoolTV after the 4months you will be offered an ISA LW Schools discount of 20%. Talk with your account manager about this!

Commitment to the Trial

- **Check-Ins:** Fortnightly (5-10 min via phone, Zoom, or quick email)
- **Staff Engagement:** Explore SchoolTV's support for school initiatives and parental engagement
- **Promotion:** Regularly share SchoolTV within the school community

Launching & Promoting SchoolTV

- Add SchoolTV to your website, parent, and staff portals
- Use provided marketing materials in newsletters, digital boards, apps, emails, and social media
- Highlight relevant wellbeing topics aligned with your curriculum and events
- Wellbeing team to share specific topic links with parents

Internal Communication Template

Subject: Exciting Opportunity: SchoolTV Trial

Dear Team,

We are thrilled to announce our 4-month trial of SchoolTV, a platform offering expert-led wellbeing resources for parents. This is a valuable chance to enhance our parent community support and assess alignment with our wellbeing initiatives.

To maximise this opportunity:

- **Newsletter:** Introduce SchoolTV using the resources in the Marketing & Promotions section of your dashboard
- **Share Wellbeing Topics:**
- **Year 7:** Friendship and Belonging
- **Year 8:** Neurodiversity
- **Year 9:** Cyberbullying
- **Year 10:** Special Report – Vaping and E-Cigarettes
- **Year 11:** Managing Screen Time
- **Year 12:** Special Report – Sleep
- **Year 13:** Surviving Final Year

How You Can Help:

- Explore SchoolTV resources
- Share relevant content with parents
- Use SchoolTV to support student wellbeing conversations

Your engagement is crucial to make this trial a success. Reach out if you have any questions or suggestions.