

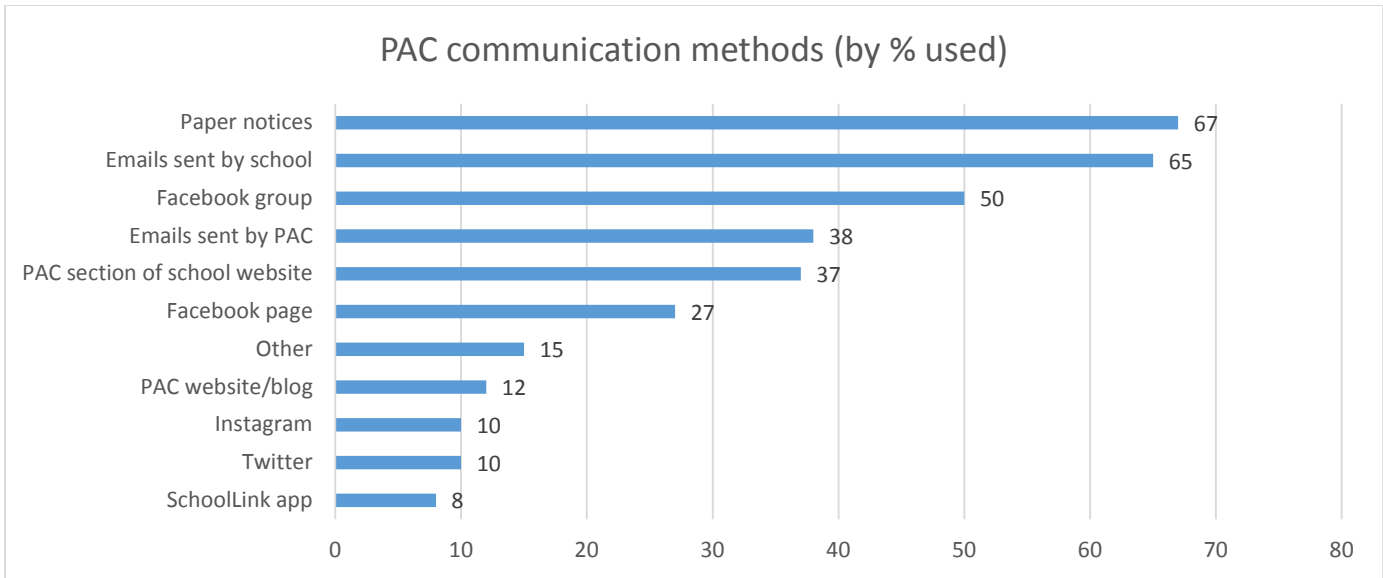
# Surrey DPAC Survey: PACs and Social Media (January 2019)

## Highlights:

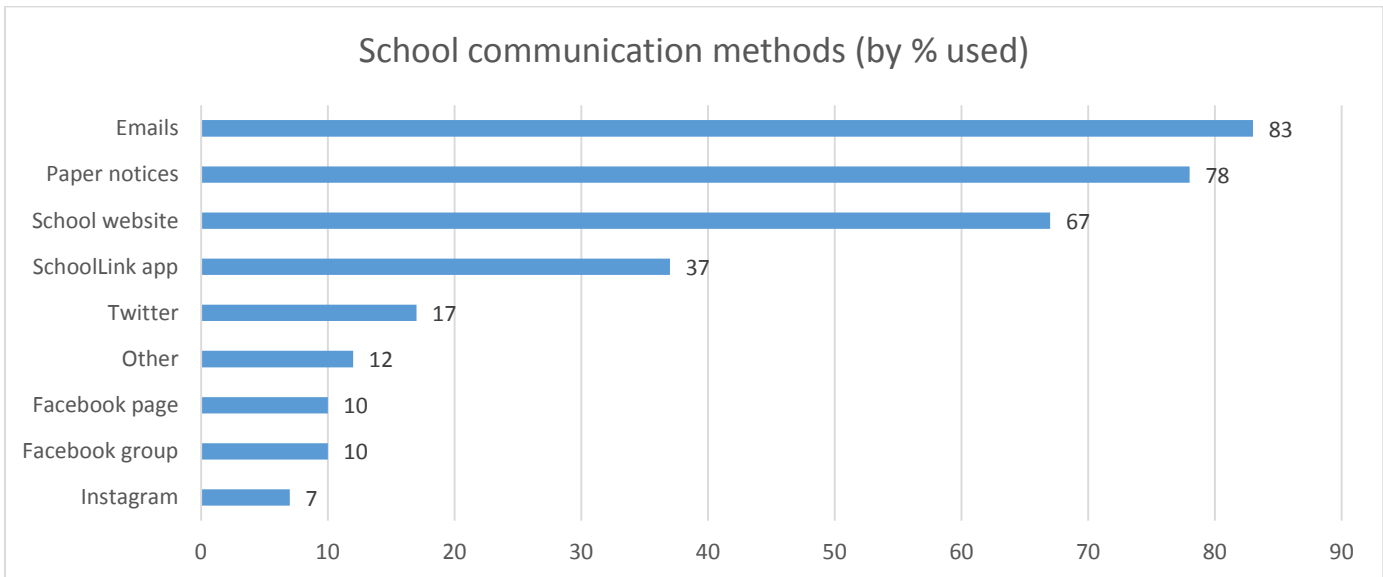
- 60 total respondents, 56 from Surrey; 42 different schools
- Involvement with PAC:
  - PAC Executives: 47
  - Other positions/regularly attend PAC meetings: 10
  - Occasionally/rarely attend PAC meetings: 3
- Most PACs and schools use 2-4 methods of communication
- Effectiveness of PAC communications:
  - Effective: 53%
  - Somewhat effective: 42%
  - Not effective: 5%
- Effectiveness of school communications:
  - Effective: 59%
  - Somewhat effective: 36%
  - Not effective: 5%
- Desired additional PAC communications:
  - None: 37%
  - PAC email list: 25%
  - PAC section of school website: 18%
  - Facebook group or page: 18%
  - SchoolLink app: 17%
  - Emails sent by school: 10%
  - Twitter, Instagram, PAC website, other app: 4-8% each
- Cloud storage usage:
  - None/don't know: 38 (64%)
  - Google Drive: 18 (30%)
  - Dropbox: 2 (3%)
  - One Drive: 2 (3%)

## Questions:

- Would like PAC access to school email and PAC section of school website
- Need for multi-language support
- Guidelines for:
  - posting about school events
  - posting photos
  - cloud storage outside of Canada
- Would like a PAC app: how to start? Costs? Maintenance?



**Other:** Class parent email lists, PAC newsletter, messages in school newsletter, Broadcast phone calls, Communication board inside school, School's Facebook page, WhatsApp, WeChat, KakaoTalk, PAC section on hot lunch website



**Other:** Phone messages, e-genda, Freshgrade, Edmodo, Student planners PAC Facebook page