Pre-Launch Emails

Focus	Addressed to:	Messaging:
General	Faculty	Dear Faculty Member, Meet Vidigami! This school year, we're using Vidigami's secure media management platform as the place for all our school memories. It's a perfect solution for teachers to simply upload photos or videos of student taken during school events and projects throughout their time with you. But Vidigami is more than just a place to upload content. It's a place where you can share the achievements and experiences your students are accomplishing every single day with their families and your peers. Vidigami makes showing results of your teaching programs a breeze by just uploading from a desktop or phone, then efficiently curating and sharing content. Simple, quick and helpful when addressing your individual needs and those of your families. Concerned about time? Look no further, we have created a team of our very own faculty who are experts on this new platform to support and assist you with this transition and help with any questions you may have. Vidigami also has a large collection of support materials to guide you through activating your account and jumping on in. Lookout for an invitation email to www.vidigami.com, which you will need to activate your account. Also, be sure to check your spam/promotion folder as it may end up there depending on your email client. Thanks for being a part of our community, and we look forward to seeing what [[Enter School Name] students are up to! Regards, [Sender Name, Title]
General	Parents	Dear Parent, Meet Vidigami! This school year, we will be using Vidigami's secure media management system as the place for all our school memories. Vidigami is the only private and secure system designed exclusively for school communities to store and share photos and videos. Made available to users by [Enter School Name] via invitation only, Vidigami closely follows and adjusts to changes in state, federal and international data privacy laws. You can learn more about how Vidigami ensures you and your family members' privacy **here.** [Enter media contributors - e.g. school photographers, teachers, other faculty members] will be uploading photos of major events from [Enter School Name] to Vidigami. Eager to get started? [Enter date - e.g. on October 10, next week, today...etc], you will receive an activation email with steps on how set up your account at **vidigami.com.** **Keep an eye out for this invitation email, which you will need to create your account. Also be sure to check your spam/promotion folder** as it may end up there depending on your email client.

		Once you have activated and logged into Vidigami, you will be able to upload media to the school groups you are a part of, and share moments with others registered with Vidigami in the [Enter School Name] community. **In addition,** please **download the free Vidigami app to your phone or tablet**. You will be able to login to the app with the same username and login you use for the desktop app. Thanks for being a part of the community, and helping [Enter School Name] build an incredible archive of school memories! Regards, [Sender Name, Title]

Privacy and security	Parents	Dear Parent,
		
		Meet Vidigami! This school year, we will be using Vidigami's secure media management system as the place for all our school memories. Vidigami is the only private and secure system designed exclusively for school communities to store and share photos and videos. Made available to users by [Enter School Name] via invitation only, Vidigami closely follows and adjusts to changes in state, federal and international data privacy laws. You can learn more about how Vidigami ensures you and your family members' privacy **here.**
		
		Vidigami is easy to use, and where we can all upload school photos and videos to relevant school groups, so they can be shared with you and others registered with Vidigami in the [Enter School Name] community.
		
		I would like to reassure you that Vidigami is very attentive to the privacy and security concerns of its schools and the associated parents.
		
		● Vidigami is a private community. This means that the only people who can view photos and videos must be invited into the system. It is not a social network. No one can "follow" or "friend" your account.
		
		● Vidigami encrypts all data on its servers and in transmission so if there was ever a breach, your families' personally identifiable data would remain protected. There are other pieces of the architecture and technology that are designed for the best privacy and security.
		
		● In our contract with Vidigami, they promise to:
		
		    ○ Not sell/lease or provide any of our data to anyone else.
		    ○ Not advertise or target our families or staff.
		    ○ Delete content at our request.
		    ○ Not to spam your or use cookies to track you or our children around the web.
		
		    These provisions are critical and would be impossible to get from OTHER "free" services on the web.

		Finally, Vidigami closely follows and adjusts to changes in state, federal and international data privacy laws. You can learn more about how Vidigami ensures you and your family members' privacy **here.**
		I hope this reassures you that we are taking a careful and proactive position with respect to your family's personal data and photos.
		[Enter date - e.g. on October 10, next week, today...etc], you will receive an activation email with steps on how set up your account at **vidigami.com**. **Keep an eye out for this invitation email, which you will need to create your account. Also be sure to check your spam/promotion folder** as it may end up there depending on your email client.
		Thanks for being a part of the community, and helping [Enter School Name] build an incredible archive of school memories!
		Thanks, [Sender Name, Title]

Custom Invite Samples (Via Vidigami)

Note: Be sure to update the sender name and sender email address on the system. You can use one of the messages below for the body of the message, and adapt messaging as you see fit.

You do not need to address the recipient at the top, *This is a system email that will be automatically directed to them and customized to their names.*

Focus	Addressed to:	Messaging:
Generic invite with no intro email prior to this	All Users	Welcome to [Enter School Name]'s very own, private media portal. We are excited to roll out a new secure place where you can view, upload, like and search for photos or videos of all the great people and events taking place within the [Enter School Name] community! This school year, we will be using Vidigami's secure media management system as the place for all our school memories. Vidigami is the only private and secure system designed exclusively for schools to store and share photos and videos. Made available to users by [Enter School Name] via invitation only, Vidigami

		closely follows and adjusts to changes in state, federal and international data privacy laws. You can learn more about how Vidigami ensures you and your family members' privacy **here.** [Enter media contributors - e.g. school photographers, teachers, other faculty members] will be uploading photos of major events from [Enter School Name] to Vidigami. **If you are eager to join in too, please create your account via the activation link below, so you can log in to vidigami.com.** **We also encourage you to download the free Vidigami app to your phone or tablet**. You will be able to login to the app with the same username and login you use for the desktop app. Thanks for being a part of the community, and helping [Enter School Name] build an incredible archive of school memories! Thanks, [Sender Name, Title]
For returning schools	All Users	I invite you to activate your Vidigami account for the [Enter school year. E.g. 2018/2019] current school year at [Enter School Name]. To get started, please click on the link below. Take part in our media-sharing program and start uploading your school photos and videos, which will be shared with other registered Vidigami members at [Enter School Name]. Be sure to also download the free Vidigami mobile app so you can access all your school memories on-the-go! Remember to tag photos as much as you can and help [Enter School Name] build a rich archive of memories year after year for every student, family, and staff member. If you have used Vidigami before, you may want to merge your old account with this one. To do so, select the ***Email is already registered*** link at the header of this message. Thanks, [Sender Name, Title]
End of Year launch	All Users	Welcome to [Enter School Name]'s very own, private media portal. We are excited to roll out a new secure place where you can view, upload, like and search for photos or videos of all the great people and events taking place within the [Enter School Name] community! This school year, we have uploaded school photos and videos to a private and secure space for you and other registered [Enter School Name] members to

| | | access. To protect school media and user information, access to Vidigami is by invite only! Please click on the activation button below to get started.

Be sure to also download the free Vidigami mobile app so you can access all your school memories on-the-go! Remember to tag photos as much as you can and help [Enter School Name] build a rich archive of memories year after year for every student, family, and staff member.

If you have any questions, please contact [Enter key contact name, title, department] at [Enter email or phone number]

Thanks,
[Sender Name, Title] |