



## **Relatrix Extends K-12 Communications beyond Notification with Newest Release**

*Relatrix combines social media to extend online communications with parents and community members beyond basic notification. With the latest release of EZCommunicator and its suite of Online Contact Center software, Relatrix gives schools and parents the ability to incorporate their alerts, eNewsletters, events and FAQs into their own social networks, broadening the effectiveness of school communications..*

Evergreen, CO ([PRWEB](#)) July 12, 2010 -- Relatrix Corporation, the leader in Online Contact Center solutions in the K-12 market today announced the newest release of its EZCommunicator suite of eCommunications software. The new version incorporates social media to allow the notifications and other content published with the company's EZCommunicator system to be posted to either the school district or the parent's social media site.

Schools and districts can now choose to automatically post any alert, newsletter, event or FAQ generated with their Online Contact Center to their Twitter, Facebook or other preferred social network – at the same time they publish via email, voice or text channels. Web site visitors can also share any of this content with their own social network. The new release also helps the school determine community interest in any topic being shared through their social networks with powerful tracking and analysis tools.

“With our summer release we have expanded the use of social media as another channel to engage parents and K-12 community members,” said Mark Franke, President of Relatrix. “We are taking online communications beyond basic parent notification to a level where information becomes more useful because it is shared through individual and group networks.

The new release is scheduled for availability later this summer. All existing and new customers automatically receive the powerful new features of this release as part of their service agreement with Relatrix. Relatrix will be previewing the newest release and its features at the NSPRA conference in Charlotte, NC July 11th through the 14th.

Visit [www.relatrix.com/overview](http://www.relatrix.com/overview) for more information on Relatrix's Online Contact Center solutions.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).