



SOCIAL MEDIA AND TODAY'S PTA

SUMMER LEADERSHIP TRAINING

JUNE 2020

VIRGINIA PTA SPONSORS AND SUPPORTERS OF SLTS

Virginia PTA 2019-2020 SLT Sponsors



Visit the Online Exhibit Hall and learn more about your sponsors and supporters: VAPTA.ORG

Virginia PTA 2019-2020 SLT Supporters



WHY SOCIAL MEDIA?



SOCIAL MEDIA IS ...

- **Communication**
- **Connection with school and community**
- **Advocacy Advancement**
- **Building the PTA Brand and membership**



WHAT PLATFORMS SHOULD WE USE?



SOCIAL MEDIA PLATFORMS

FACEBOOK



- 2.6 Billion monthly active users
- 96% of users access via mobile devices

- Twitter has 330 million users
- Instagram has 1 billion monthly active and 500 million active daily
- LOTS of students use Instagram – great way to involve the “S” in PTSA



TWITTER AND INSTAGRAM

FACEBOOK - TOP CHOICE OF PARENTS

Find us on 

PRO TIP:

Download the **FREE** marketing logo packs
from Facebook, Twitter and Instagram

- Share upcoming PTA events & engage with your community
- Answer questions from parents
- Build awareness of what your PTA is doing for your school community
- Advance your advocacy
- Reshare from your council, district or state PTA

HOW TO SET UP A FACEBOOK PAGE

- Create the page: www.facebook.com/pages/create/
- Assign Page admins
- Set a custom URL. Keep it simple – *name of school+PTA*:
<http://www.facebook.com/YourSchoolNamePTA>
- Create a short tag (@HSSPTSA or @VirginiaPTA)
- Fill in the profile information, including a link to your pta website, pta email, school address, etc.
- Brand all of your fliers, emails signatures, etc. with the PTA Facebook URL. (use the @ symbol to tag it)
- Invite friends to like your page (ask your PTA board to do the same) and engage with the posts



PRO TIP:

If you also have an Instagram account, you can post to both simultaneously!

FACEBOOK KEYS TO SUCCESS

- Invite users who comment or like a post to like your page!
- Post regular updates and share content
- **Create Facebook events** for your meetings and events! Invite your community (use your invite list and add to future events)
- **Decide carefully who will answer the inbox questions** (private messages to the page)
- **Address Negative Feedback** –When negative feedback comes, don't delete it or ignore it – address it. This is your chance to answer questions and concerns.



PRO TIP:

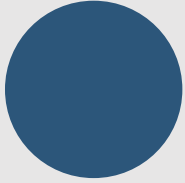
Have more than one PTA member/officer help with curating and sharing content!

TIPS FOR ENGAGEMENT

- **USE GRAPHICS** in your posts – see slide at the end for resource suggestions!
- **Follow other pages** (local government, local PTA units, council, district, state, elected officials, etc).
- **Like other posts as your page** (as appropriate) Select SEE FIRST for important pages.
- **Use emojis** to break up text in a post
- **Use Hashtags!**
- **Tag** other pages or locations
- You can **schedule your posts**
- **RESHARE** from your council, district, state, national or other sources! Add a lead-in statement.



FACEBOOK GROUPS AND FACEBOOK LIVE FOR MEETINGS



FACEBOOK GROUPS

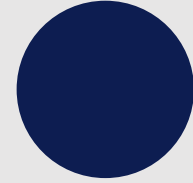
Facebook groups can be a great way to share information and further conversation within districts and councils with local leaders.

Individual PTAs can also consider a group for members but be prepared that managing a Facebook group is not for the weary!



PRO TIP:

Link your page and your group!



FACEBOOK LIVE FOR MEETINGS

You can easily “GO LIVE” from your Facebook page for parents who aren’t able to attend meetings in person.

You can also stream from other platforms such as zoom or go to meeting to Facebook live!

Create an event or reminder on your page to alert people when you will go live.

TWITTER – FASTER FOR NEWS

- Advance your advocacy!
- Follow local schools, teachers, administrators, school board, elected officials, etc.
- Re-tweet important updates and tag other accounts
- **Maximum tweet length: 280 characters**
- Resize graphics in Canva to optimize for Twitter



HOW TO SET UP A TWITTER ACCOUNT

- Name the account the school name + PTA (i.e. -twitter.com/yourschoolpta)
- Be sure to link to the Facebook page from your twitter profile
- Brand your PTA website, communications/fliers, emails, etc. with the PTA Twitter URL



PRO TIP:

Social media aggregators, like Hootsuite, allow you to post to multiple social media platforms from one dashboard! Many have limited FREE plans to get you started.

TIPS FOR ENGAGEMENT ON TWITTER

- **Inform** Community, Elected officials and Press of PTA sponsored events
- **Remind** High School students of PTA events
- **Show** support for students & teachers
- **Motivate** and **mobilize** students into action
- **RETWEET AND LIKE TWEETS** from the school accounts you follow, as appropriate



NATIONAL PTA GUIDELINES

Dealing with Negative Comments

Consistency is Key

PTA has established guidelines for the proper use of the PTA name, logos, and tagline (*everychild.onevoice*). When used properly, PTA's logo and tagline create a consistent message, help to unify all PTAs, and set PTA apart from the competition.

The success of our PTA brand identity system depends on all PTAs' adherence to the established guidelines. The following guidelines are provided to establish a uniform, effective system for PTAs to use in order to maintain a consistent, visual style and brand identity for all PTA-produced materials.

Resources

National PTA Visual Identity Standards

These guidelines will create a distinctive, credible and sustainable messaging for all supporting PTA units, to gain their loyalty and grow our organization, resulting in the organization working together—as one team with one voice.

PTA Advertising Guidelines

Suggestions for how to manage advertising for your publications, newsletters, and website.

Interactions with Elected or Appointed Officials

It is ok to interact with elected officials or members of an executive administration (whether this be at the federal or state level) with regards to legislation. In fact, using your unit or state affiliate's Facebook and Twitter accounts to reach out to your elected officials to support or oppose legislation is an excellent way to make your voice heard for every child. However, because PTA is a nonprofit organization, you must refrain from interacting with the campaigns of elected officials or repost a message from anyone that has a campaign message for any candidate.

www.pta.org/home/advocacy/advocacy-resources/Advocacy-Toolkit/Where-Social-Media-and-PTA-Advocacy-Collide

NATIONAL PTA BRANDING

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<https://www.pta.org/home/run-your-pta/PTA-Branding-and-Web-Guidelines>
<https://www.pta.org/docs/default-source/local-leader-kit/npta-visualstndfinal.pdf>

SPEAKING AS THE PTA VS. AS AN INDIVIDUAL ACCOUNT

- When PTA leaders and volunteer administrators communicate using social media, they can respond as an individual or as the account page or handle.
- You proudly affiliate with the Virginia PTA and National PTA, the oldest, largest, and most powerful children's advocacy organization in the country.

PRO TIP:

When in doubt, post as an individual!



GRAPHICS RESOURCES

Graphics Creation Resources:

Canva (for NonProfits): <https://www.canva.com/canva-for-nonprofits/>

Can be used on the web as well

App available for Android & iPhone

Ripl: <https://www.ripl.com/>

Can be used on the web as well

App available for Android & iPhone

Werble: <https://www.werbleapp.com/>

Available on Apple App Store only

Pixaloop is an Android app with similar capabilities

Social Media Marketing Logo Packs

Facebook - <https://en.facebookbrand.com/facebookapp/>

Twitter - https://about.twitter.com/en_us/company/brand-resources.html

Instagram - <https://en.instagram-brand.com/assets/icons>

NATIONAL PTA RESOURCES

National PTA Social Media Resources:

National PTA Advertising Guidelines:

<https://www.pta.org/docs/default-source/uploadedfiles/documents/ad-guide09.doc>

National PTA Branding & Web Guidelines:

<https://www.pta.org/home/run-your-pta/PTA-Branding-and-Web-Guidelines>

National PTA Visual Identity Standards:

<https://www.pta.org/docs/default-source/uploadedfiles/npta-visualstndfinal.pdf>

National PTA Visual Identity Standards (Quick View):

<https://www.pta.org/docs/default-source/local-leader-kit/npta-visualstndfinal.pdf>

Social Media & Advocacy Toolkit:

<https://www.pta.org/home/advocacy/advocacy-resources/Advocacy-Toolkit/Where-Social-Media-and-PTA-Advocacy-Collide>

Virginia PTA Annual Conference

Celebrating The Stars

SAVE THE DATE

MARCH 20, 2021

Celebrate VAPTA
100 Year
Celebration

Attend
Masterclasses

Network and
Create New
Relationships

ONE DAY
EVENT – No
long nights away
from family!



THANK YOU!



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