

# Marketing your PTA:

For members, business partners, and  
community engagement

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# Today's Discussion

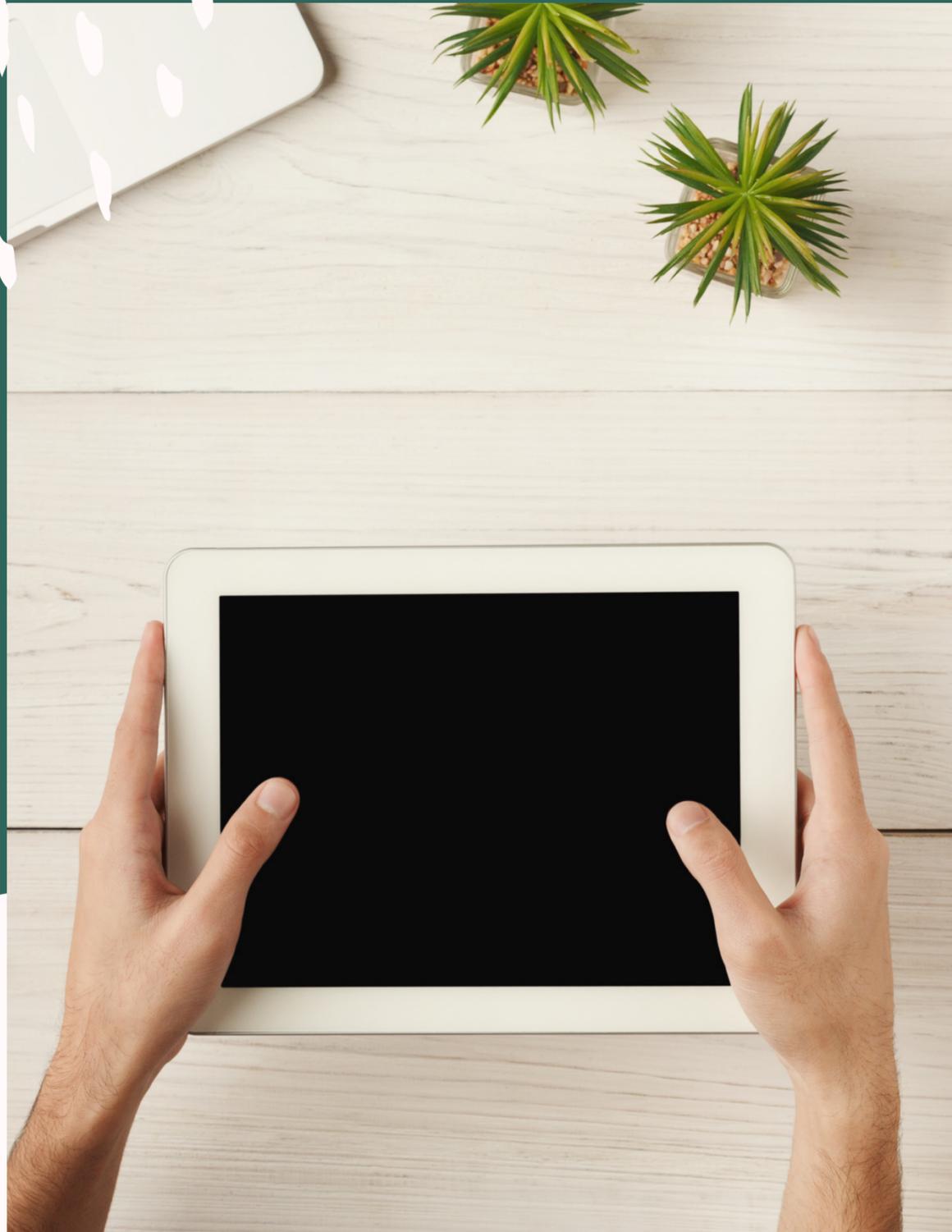
The Current Landscape

Newsletters

Social Media

Do's & Don'ts

What's In It For Business Partners?



# *The Current Landscape*

In the COVID environment we find ourselves in we must learn to adapt to new methods and tools to reach our community. Whether it be newsletters, social media or hosting virtual events or a combination of all of them, we need to be thoughtful of the needs of our community.

# Digital Solutions

## NEWSLETTERS

MAILCHIMP, CONSTANT CONTACT,  
MEMBERHUB, FLIPSNACK & CANVA

## SOCIAL MEDIA

FACEBOOK, TWITTER, INSTAGRAM,  
TIKTOK, SNAPCHAT, YOUTUBE,  
HOOTSUITE

## VIRTUAL MEETINGS

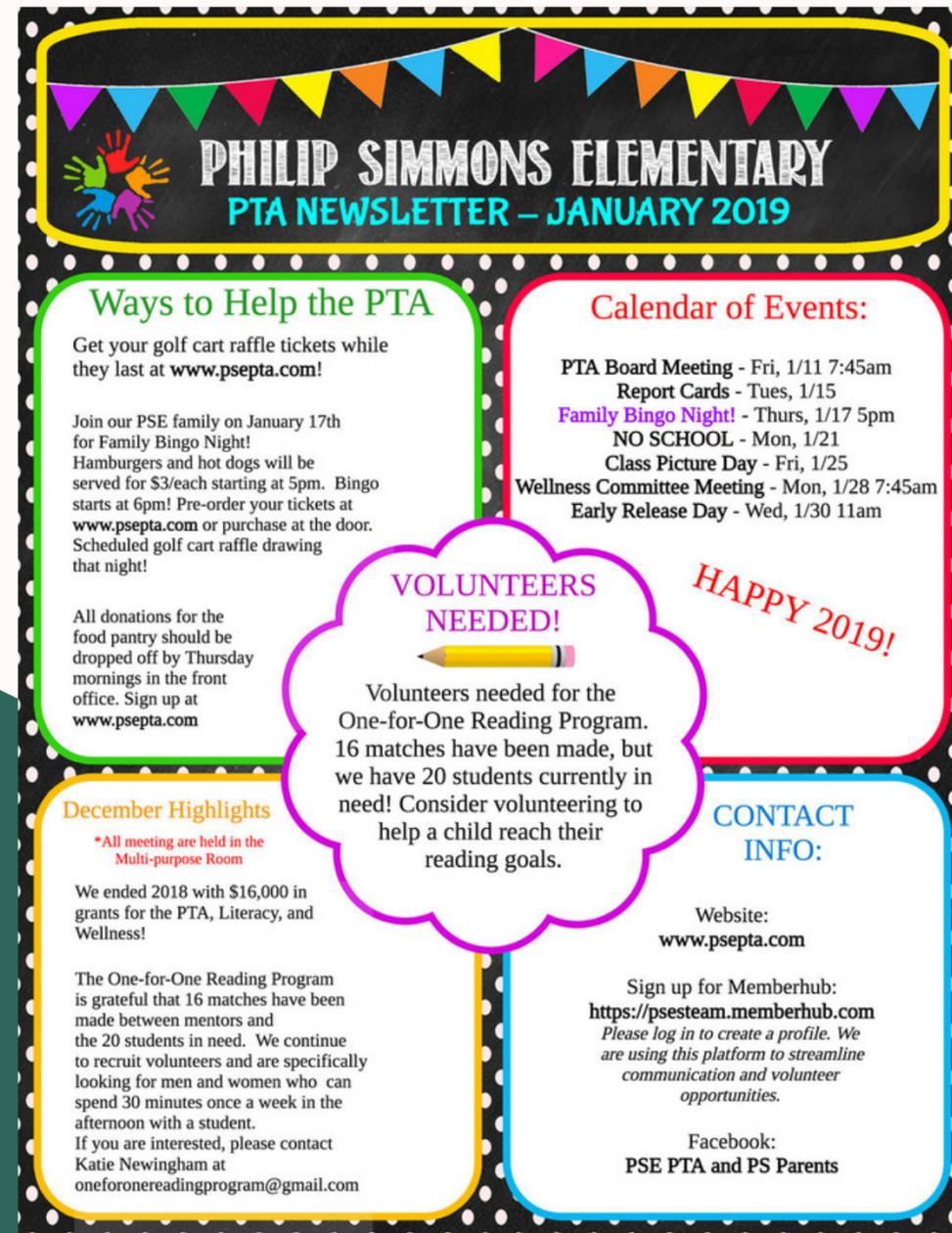
ZOOM, GOOGLE HANGOUTS &  
MEETINGS, JOIN.ME, FACEBOOK LIVE,  
YOUTUBE LIVE

# NEWSLETTERS

FREQUENCY

CONTENT

RELEVANCE



**PHILIP SIMMONS ELEMENTARY**  
**PTA NEWSLETTER – JANUARY 2019**

**Ways to Help the PTA**  
Get your golf cart raffle tickets while they last at [www.psepta.com](http://www.psepta.com)  
  
Join our PSE family on January 17th for Family Bingo Night! Hamburgers and hot dogs will be served for \$3/each starting at 5pm. Bingo starts at 6pm! Pre-order your tickets at [www.psepta.com](http://www.psepta.com) or purchase at the door. Scheduled golf cart raffle drawing that night!  
  
All donations for the food pantry should be dropped off by Thursday mornings in the front office. Sign up at [www.psepta.com](http://www.psepta.com)

**Calendar of Events:**  
PTA Board Meeting - Fri, 1/11 7:45am  
Report Cards - Tues, 1/15  
**Family Bingo Night!** - Thurs, 1/17 5pm  
**NO SCHOOL** - Mon, 1/21  
Class Picture Day - Fri, 1/25  
Wellness Committee Meeting - Mon, 1/28 7:45am  
Early Release Day - Wed, 1/30 11am

**December Highlights**  
*\*All meeting are held in the Multi-purpose Room*  
  
We ended 2018 with \$16,000 in grants for the PTA, Literacy, and Wellness!  
  
The One-for-One Reading Program is grateful that 16 matches have been made between mentors and the 20 students in need. We continue to recruit volunteers and are specifically looking for men and women who can spend 30 minutes once a week in the afternoon with a student. If you are interested, please contact Katie Newingham at [oneforonereadingprogram@gmail.com](mailto:oneforonereadingprogram@gmail.com)

**VOLUNTEERS NEEDED!**  
HAPPY 2019!  
Volunteers needed for the One-for-One Reading Program. 16 matches have been made, but we have 20 students currently in need! Consider volunteering to help a child reach their reading goals.

**CONTACT INFO:**  
Website:  
[www.psepta.com](http://www.psepta.com)  
  
Sign up for Memberhub:  
<https://pssteam.memberhub.com>  
*Please log in to create a profile. We are using this platform to streamline communication and volunteer opportunities.*  
  
Facebook:  
PSE PTA and PS Parents



**PTA VOLUNTEER OPPORTUNITIES**

- Advocacy
- Nominating Committee
- Spring Fundraiser
- Yearbook
- PTA Parent Ambassadors
- Teacher Snack Cart
- Garden Club Outreach Parent
- Family Fun Night

**GO PLAY SAVE FUNDRAISER**

GoPlaySave is an excellent way to raise funds for our great school as well as provide an opportunity to save money at many local participating businesses!

A book & an order form will be coming home with your child their first full week of school. You can also get a head start on selling by visiting: [www.goplaysavetriangle.com/store/LPES2020](http://www.goplaysavetriangle.com/store/LPES2020)

**PTA PARENT AMBASSADORS**

Each classroom will have a volunteer in charge of communicating quick reminders & updates about PTA events via email. This is a *very simple* way to periodically help the PTA as well as continue to grow and strengthen our LPES Penguin community. Please contact your student's teacher if you are interested in this volunteer position!

**JULY DONATION OPPORTUNITY: TEACHER SNACK CART**

The PTA Snack Cart is a small way we are able to show our teachers just how much we appreciate them throughout the year! This is a teacher FAVORITE and we hope to treat LPES Teachers atleast once a month. Help us stock the Snack Cart!  
SIGN UP for Snack Cart Donations for delivery on July 24th @9AM:  
<http://www.signupgenius.com/go/30e054eabaa23a46-teacher5>

# newsletters

## FREQUENCY

Make sure you are consistent with the frequency at which you send out a newsletter, once a month, every other week, whatever it is you do, stick with it.

## RELEVANCE

Include information parents want & need to know. Including information from non-PTA sources is fine, just make sure that is clear. Make it personal, celebrate the milestones like birthdays, holidays, & awards.

## CONTENT

Make sure to include your PTA logo, find a template that works and stay true to your branding so parents know what it is when they see it. Make sure headers are clear, links work, images are fun and engaging, and calls to action are clear and concise. Put contact information if there are questions. Always add your website & social media links.

## RESOURCES

### **How to Write an Awesome Newsletter**

<https://bit.ly/306J6Wq>

### **MailChimp**

mailchimp.com

### **Canva**

canva.com

### **Flipsnack**

flipsnack.com

# Benefits of Social Media

- SOCIAL MEDIA IS ONE OF THE BEST, QUICKEST, AND MOST FLEXIBLE WAYS TO COMMUNICATE: YOU CAN POST AT ANY TIME (OR EVEN SCHEDULE POSTS TO GO OUT IN THE FUTURE), USE IMAGES AND VIDEOS, AND HAVE CONVERSATIONS.
- YOU CAN SEND EMERGENCY COMMUNICATIONS AS SOON AS YOU'RE AWARE OF A SITUATION - FOR EXAMPLE, NEEDING TO RESCHEDULE OR CHANGE EVENTS BECAUSE OF BAD WEATHER.
- IT'S A TWO-WAY CONVERSATION: IT'S MORE RESPONSIVE AND ENGAGING THAN TRADITIONAL PRINTED OR EMAILED NEWSLETTERS.
- IT GATHERS DIFFERENT GROUPS UNDER ONE ROOF - PARENTS, TEACHERS AND GOVERNORS ARE ALL ON SOCIAL MEDIA.
- WHEN MEMBERS OF YOUR SCHOOL COMMUNITY SHARE YOUR UPDATES, MORE LOCAL PEOPLE WILL LEARN ABOUT WHAT YOU'RE DOING.

# social media

## INSTAGRAM

Instagram is a very active social media platform that requires regular posts to keep viewers engaged. This requires a definite time commitment. Each Instagram visual should feature a picture/video that represents your PTA/school. New content can (and should) be frequently added on Instagram. Many experts suggest uploading at least one picture per day. Each picture has the ability to further engage followers in your work and ensure that you remain relevant and top-of-mind daily.

## FACEBOOK

Great for events, groups, facebook live events, schedule posts to stay consistent and stay in newsfeed. Encourage shares and likes by posting relevant, useful information for your community. Growing your reach takes consistency and a variety of different types of posts. Images with links in copy, make sure links work. Do not repost anything without checking where it goes. This is by far the largest platform, with over 2 billion monthly active users, 61 percent of whom are Americans between the ages of 25 and 54.

## TWITTER

Twitter is the go-to platform if your goal is immediacy, and if you want to reach out to followers with breaking news, announcements, important messages, and other in the moment information.

# social media

## TIKTOK & SNAPCHAT

These two are great resources for connecting with students in a space where they are at. If you do use this medium, consider getting students to help create content that is appropriate and engaging for PTA/PTSA.

## HOOTSUITE

Hootsuite allows you to manage your presence from all major social networks like Facebook, Instagram, Twitter, LinkedIn, and YouTube from one dashboard. Free for one individual user and 3 social profiles.

## YOUTUBE

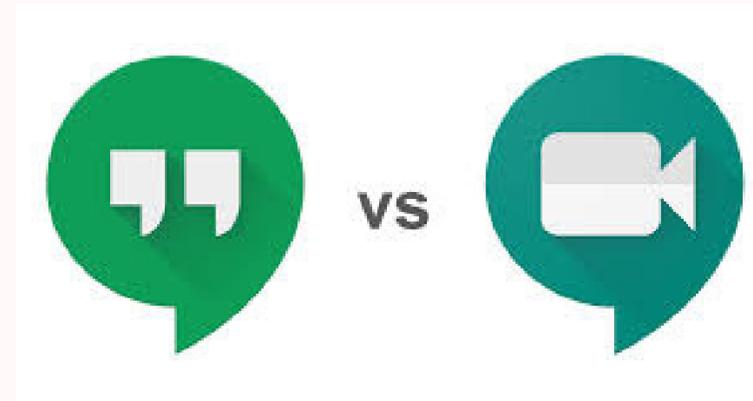
YouTube is the second largest search engine, processing more than 3 billion searches a month. Videos are a great way to emotionally connect with your audience and spur them to action. Whether you're looking to get people to donate, sign up for a peer-to-peer or DIY fundraising event, sign a petition, or find another way to get involved - YouTube videos are a great medium for you to help inspire people to take action on behalf of your mission. Consider putting together a 'thank you' video so sponsors know right away how much you appreciate the impact that they've made. Videos are a great way to provide status updates on fundraising initiatives and impact stories. And they're reusable! They can be embedded on your website, shared on social, and used in email campaigns.

# Virtual Meetings



## ZOOM

Great for meetings. Option to stream live to Facebook & YouTube accounts.

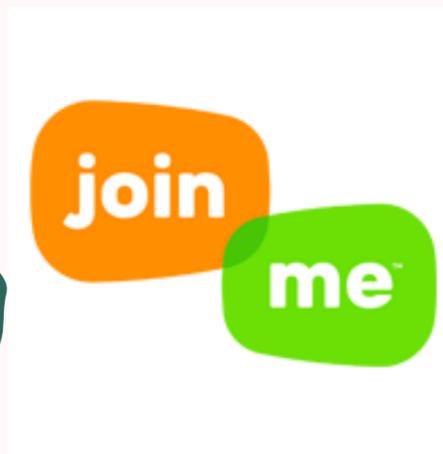


## GOOGLE HANGOUTS & MEETINGS

Where Hangouts is limited to 10 people, Meet supports high-def video meetings with up to 30 participants. If you have a G-Suite for non-profits account, you can have up to 100 participants in Meet.

## JOIN.ME

You host lots of meetings - sometimes big & long. You need recording, schedulers, and more. This is a great option if budget allows.



# Do's



SET RULES,  
POLICIES, AND  
BOUNDARIES FOR  
MEMBERS AND  
ADMINS



HAVE A PLAN  
FOR WHAT,  
WHEN AND HOW  
OFTEN YOU  
WILL POST.



MAKE SURE  
EVERYONE  
FEELS  
RESPECTED  
AND  
REPRESENTED.

# Dont's



TIME  
LIMIT

TAKE ON MORE THAN YOU CAN MANAGE. SET LIMITS ON HOW MANY HOURS THE ADMINS WILL DEDICATE TO RUNNING THE PAGE



DISRESPECT ADMINS AND POLICIES. YOU MAY BE TEMPTED TO SHARE SOMETHING THAT GOES AGAINST YOUR POLICIES, BUT REMEMBER THAT THIS ISN'T YOUR PERSONAL PROJECT - IT'S THE PTA'S



PRESUME. NEVER GO WITH 'I'M SURE THIS WILL BE FINE'; ALWAYS GO WITH 'CHECK, THEN CHECK AGAIN'

# *What's in it for Business Partners?*

**IT TAKES A VILLAGE TO RAISE A CHILD. BUSINESSES PLAY A VITAL ROLE IN OUR EXTENDED SCHOOL COMMUNITY. PARENTS, FRIENDS AND FAMILY MEMBERS ARE PRESENTLY EMPLOYED IN AND/OR SHOP WITH COMPANIES SURROUNDING OUR SCHOOLS. WE RECOGNIZE THAT FOSTERING THESE RELATIONSHIPS IS AN IMPORTANT FUNCTION IN IMPROVING OUR CHILDREN'S EDUCATIONAL OPPORTUNITIES AND CREATING A MORE COHESIVE COMMUNITY**

*Benefits*

## EXPOSURE

Participating in business partner programs comes with the benefit of earning exposure to the community of families and parents at the school.

## SUPPORT

Support the school, which sustains the community, which supports your business.

## TAX WRITE-OFF

Businesses will also appreciate a donation receipt since your PTA is a 501(c)(3) organization, so be sure to include that in your donation appreciation package.

A close-up photograph of a person's hands holding a bright green rectangular sign. The sign has the words "SPONSORS WELCOME" written in large, bold, dark green capital letters. The person holding the sign is wearing glasses, and their face is partially visible in the background. The background is slightly blurred, showing what appears to be a dark jacket with a button.

**SPONSORS  
WELCOME**

# SOCIAL MEDIA POLICY

HCCPTA guide for social media posting.

## GREEN—sources can be shared immediately

- National PTA
- Florida PTA
- Hillsborough County Public Schools District
- Hillsborough County School District Schools
- Pre-approved items

## YELLOW—sources need research before sharing

- Other state & local PTA's
- Florida Department of Education
- State Elected Officials
- Federal Elected Officials
- Other PTA officers
- Local, State & National news sources

## RED—sources should never be shared

- Political Parties
- Positions that differ from PTA
- Support for a political candidate
- Positions that differ from Florida PTA
- From an unknown address
- False, mean-spirited, or accusatory information

# Resources

## SOCIAL MEDIA DO'S & DON'TS

<https://bit.ly/2RW8B8h>

## WHERE SOCIAL MEDIA AND PTA ADVOCACY COLLIDE

<https://bit.ly/3i0VhKD>

## NATIONAL PTA SOCIAL MEDIA POLICY

<https://bit.ly/3j6Zo9m>

## HCCPTA SOCIAL MEDIA POLICY

<https://bit.ly/2RVmvHJ>



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