

Communications Training

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Saddleback Valley Council

PTA[®]

everychild.one voice.[®]

Position Overview

Connect

Connect your school community and show everyone they have a place in PTA



Promote

Promote the value and accomplishments of PTA to make a difference in students lives.

Inform

Let your parents know about important PTA & community happenings



Encourage

Encourage parent participation & show how fun PTA can be!

Awesome Communication in 3 STEPS

1

Develop a Plan

2

Get the Message Out

3

Create content

STEP 1

Develop a Communications Plan

- What are your communication objectives?
 - Who is the target audience?
 - What is the best way to reach your audience?
 - What is the right message for each platform?
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STEP 2

Decide how to get the message out

- Newsletters (digital or print)
 - Website
 - Emails
 - Text app like Remind
 - Ask your principal to send via ParentSquare
 - Social media
 - Videos
 - Fliers
 - Banners
 - Communication from teacher
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STEP 3

Create your content

- Review PTA calendar of events & schedule event promotion and publicity around these dates.
 - Highlight the aims & accomplishments of the PTA.
 - Encourage attendance at PTA meetings and activities.
 - Keep parents informed about school functions, regulations and/or procedures on child-related issues.
 - Express appreciation to those participating in or contributing to programs.
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Do...



Present your communications plan to the executive board for approval



Have 1-2 people other than the author proofread communication.



Use the PTA logo in all communications.



Keep your message brief and to the point.



Create visually interesting communications with careful use of photographs, bullets, quotes, charts, and graphics.



Don't...



Pay for Canva. Nonprofits can get the paid version for free - <https://www.canva.com/canva-for-nonprofits/>



Disobey copyright laws or republish articles and art in an unethical manner.



Publish, without written permission, photos or personal information about students or adults. Use of photographs or videos of children requires a Photography Release form.



Print, publish, or post without first getting approval from the Principal and PTA President.



Break PTA non-commercial, non-partisan and non-sectarian policies.



Non Commercial Policy



To preserve the PTA's tax-free income generated from a sponsorship, the acknowledgement thanking the organization must not actually promote the sponsor, its product or services.

Examples of what is OK to post:

The Sunshine PTA expresses grateful appreciation to the following merchants for making this publication possible.

The Sunshine PTA expresses thanks to Neighborhood Bank for the use of its parking lot for the car wash.

Sunshine PTA thanks Romano Pizza for the generous offer to donate 10 percent of all sales made on Saturday.

For any publication containing advertising, use the following disclaimer:

The mention of any business or service in this publication does not imply an endorsement by the PTA.

Non Partisan Policy



PTA must never support or oppose political parties or candidates, including those running for school boards on nonpartisan slates.

PTA may adopt a position expressing its support for or opposition to issues dealing with the health, safety, education, or general well-being of children and youth, but only to the extent permissible with respect to the requirements of each PTA's tax-exempt status.

Nothing in the law or in PTA bylaws prohibits members as individuals from exercising their civic responsibilities in personal and partisan ways, including running for office.

Non Sectarian Policy



The National PTA and its unit, council, district and state PTAs welcome into membership people representing a diversity of cultures, ethnic backgrounds, and political and religious beliefs. Creed, color, race and economic status are irrelevant to qualification for membership.

PTA should be hospitable to all — supporting no one religion over another and according each faith equal respect and consideration.

CAPTA Social Media Guidelines

Be Relevant

Stay on topic.

Be Respectful

Keep things civil. Avoid abusive or offensive language, threats, hate speech, libels and calls for violence. And don't make jokes about the misfortune of others.

Be Honest

Use your real name. Don't post commercial messages. Don't publish copyrighted material that belongs to someone else.

Be Discreet

Don't publish telephone numbers, addresses or other personal information about yourself or others.

Be Responsible

Think about what you write before posting. When in doubt refer back to your communication goals. Does your post help achieve those goals? Users are solely responsible for what they post.



Social Media & PTA Advocacy

GREEN	YELLOW	RED
Sources you can retweet or share immediately .	Sources you should consider/research before retweeting or sharing.	Sources you should never retweet or share from a PTA owned/named account.
<ul style="list-style-type: none"> • National PTA • California State PTA • Your District PTA • Your Council PTA • Your County Office of Education • Your School District • Your School • Your PTA's events • Ed100 • Items pre-approved for distribution 	<ul style="list-style-type: none"> • Other State PTAs • EdSource • California Department of Education • State elected officials: Governor, Assembly Members and Senators • Federal elected officials: President, Members of Congress, Senators • Legislative Analyst's Office (LAO) • Allied Agencies • Other PTA officers 	<ul style="list-style-type: none"> • Political parties • Support for a political candidate • Federal legislative positions or national issues that differ from the National PTA position • State legislative or ballot positions that differ from the California State PTA position • Local ballot, tax or bond positions that differ from your PTA council or district position, OR those you haven't voted to support • Anything that is mean-spirited, accusatory, or not true
Go for it!	Think*Research*Ask*Verify	NOT from a PTA account

Cool Resources

Free useable images

<https://pixabay.com/>

<https://unsplash.com/>

Social media guidance

<https://blog.hootsuite.com/how-to-use-hashtags/>

<https://moz.com/beginners-guide-to-social-media>

Free newsletter templates

<https://www.canva.com/newsletters/templates/>

PTA Links

<http://toolkit.capta.org/running-your-pta/communications/>

<https://www.facebook.com/SaddlebackValleyPTACouncil>

<https://www.instagram.com/svptacouncil/>



Q & A

Time

Thanks!

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vp@svpta.org

<http://svpta.org>

