

## Social Media & PTA Advocacy

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

**California State PTA and National PTA positions can be found on the following websites:**

<http://capta.org/focus-areas/advocacy/position-statements>

<http://capta.org/focus-areas/advocacy/resolutions>

<http://capta.org/focus-areas/advocacy/current-legislation>

<https://www.pta.org/home/advocacy/ptas-positions>

**Elections and candidates have their own section in the California State PTA online Toolkit:**

<http://capta.org/focus-areas/advocacy/election-campaigns>

Quick responses are important for social media, so this guide can help you feel comfortable re-tweeting, sharing, and posting on social media. Some pre-planning can also help with quick responses. BUT always remember, if in doubt, leave it out. This is offered as a guide – it is not an all-inclusive list.

**Be respectful | Be honest | Be discreet | Be responsible**