



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 PTAs 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	Not from a PTA account

National PTA and/or California State 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>

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

<http://toolkit.capta.org/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