Getting Started with
Social Media

July 15, 2020   6:00-7:15pm

CALIFORNIA STATE PTA
VIRTUAL
SUMMER LEADERSHIP
ACADEMY 2020

R E S O U R C E S

California State PTA knows that communication is one of the most important tools in a Unit, Council, or District's toolbox, and when done well, improves every aspect of your and your members' PTA experience. Every month we will be sharing with you sample social media posts, images, and ideas that you can easily use on your PTA social media accounts.

California State
PTA
everychild.onevoice.

CALIFORNIA STATE PTA INTRODUCES
SOCIAL MEDIA
THEME KITS

Visit us at CAPTA.org/Social Media Kits for more information.

Follow us and share your stories by using #PTA4Kids!

f

@CaliforniaPTA

t

@CaliforniaPTA

IG

@California_State_PTA

Social Media (SM) Vocabulary

Analytics - reports and raw data of your SM activity
Audience - who you're talking to on SM - i.e., parents, members, etc.
Benchmark - a multiplier or numbered aspirational goal for SM activity
Channel - an individual method of communicating - i.e., website, FB
Content Calendar - planning tool for communicators
FB - abbreviation for Facebook
Follow - when a SM user chooses to have content sent to them
Hashtags - words or phrases, presided by the # sign that are searchable
IG - abbreviation for Instagram
Like - when a SM user indicates approval or positivity to an specific post
Native - built into the SM app (vs. a third party application or website)
Retweets - sharing someone else's tweet
Share - sharing someone else's FB post or IG post
Scheduler - allows you to schedule posts in the future. Type 1) native (FB and Twitter) 2) 3rd party options (include IG & other channels).
Stories - short video clips or slides on IG and FB (usually at the top of the app, presented as a separate option from posts)
Tweets - posts on Twitter - under 280 characters (including spaces!)

Communication Resources in the California State PTA Online ToolKit

Communicating Strategically: https://bit.ly/CAPTA_Strategic_Comms
   (includes advertising, sponsorships and copyright):
Communicating with Confidence – PTA Publications: https://bit.ly/CAPTA_Publications
Social Media Guidelines for PTAs in California: https://bit.ly/CAPTA_SM_PTAs
Social Media Guidelines for PTA Leaders and Members in California: https://bit.ly/CAPTA_SM_Leaders
Brief Statements on Current Issues: https://bit.ly/CAPTA_Issues

Branding Resources from California State PTA & National PTA

California PTA Visual Identity and PTA Logos:
   https://bit.ly/CAPTA_Visual_ID_Logos
National PTA Branding & Web Guidelines:
   https://bit.ly/NationalPTABranding
National PTA Visual Identity Guide, Quick
   Reference
https://bit.ly/NationalPTA_Branding_Logos_QuickRef

Resources Download Folder:

Tools to Make Social Media Easier:

- Canva - limited free -graphic creator w/ templates
- Adobe Spark - limited free - graphics creator w/ templates
- Emojipedia - free - emojis by platform type
- Grammarly - free - grammar and spelling checker
- Tweetdeck - free - native scheduler for Twitter accts
- Hootsuite - limited free - schedule and manage SM posts
- MailChimp - limited free - email/newsletter
- Eventbrite - limited free - event registration
- Google Forms - free - surveys, registrations, collect info
- SurveyMonkey - limited free - simple surveys
- GroupMe - free - group texting for iPhone and Android

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every child. one voice.
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.
• 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	• 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	• 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

Everyone needs this document for content CREATION!