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**Presidents Handbook : Public Relations**

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Guidelines for Public Relations

What is Public Relations?

Public Relations are more than getting an interview in your local newspaper or on your local television, radio, or cable station. It encompasses all communication vehicles used by your local PTA. Public Relations includes fliers, brochures, use of PTA Websites, use of social media, e-mail, PTA speakers, exhibits, your reputation in the community, and communications among PTA members, as well as a presence in the media.

Public Relations can help you attract new members, increase meeting attendance, and public awareness to your PTA programs, events, & activities. It should be an integral part of all your PTA efforts.

First Steps in Planning Your Public Relations Campaign

Before beginning to plan your PTA campaign, take a few moments to develop a file of basic PTA resources. This will help you organize the many PR activities you will undertake, and it can be used as a preliminary evaluation tool of your PR efforts.

Learn all you can about the PTA- its goals, mission statement, programs, policies, and activities on the local, state and national levels. Take a few moments to familiarize yourself with National PTA publications, such as Our Children, National Standards for Family-School Partnerships and Utah PTA’s Public Relations Handbook.

Develop a list of PTA leaders who can speak for the organization. Make sure you have the names and telephone numbers of all the PTA officers. Keep information on your PTA and its activities close at hand so that you can always answer questions. Seek options of communication with all your parents.

Develop a PTA media list- of reporters and editors’ names. Addresses, telephone and fax numbers, and e-mail addresses. This information can be obtained from online directories at all media outlets, media directories at your local library, or you can call local TV and radio stations and newspapers to find out the appropriate staff member to receive PTA information. Learn deadlines for sending information. Good media lists are among your most valuable resources. Prepare them carefully and keep them updated. Work closely with your state, region, and council Public Relations Individual. Contact them to find out how they can help you. Also work closely with your local Chambers of Commerce. A list can be found at www.utahstchamber.org. Get on their mailing list and e-mail list for Public Relations materials, media releases, and other information.

Remember your school is unique. You have your own message and programs to broadcast that meet the needs at your school. Make sure that all your parents are hearing the message.

Check Your Internal Public Relations

Your communication with parents at your school and members of the PTA is equally as important as working with members of the community and media. A good internal public relations needs to be more than word of mouth. What tools are in your Public Relations tool kit? How will you communicate with the members? Utilize social media, websites, newsletters, emails, face to face, text messages and phone calls.
Branding

It is important to use the PTA brand and tag line "every child one voice". Putting the PTA brand on all info that goes out to the members and the community will bring in recognition.

Newsletters

Be sure that your newsletter is identified as a PTA newsletter. Use the full name of the PTA. List the complete address and issue date. Type and duplicate your newsletter neatly, always include a PTA contact name and phone number. Use the PTA logo.

Establish a schedule for the newsletter and get it out on time.

Keep articles simple and short. Try to include articles that cater to the interest of your members. Proofread the copy carefully with several sets of eyes.

Encourage the PTA president and school principal to contribute articles for the newsletter.

Information topics for articles that could be included in your newsletters could include:

- PTA news and activities
- School news and activities
- Honors and awards of students and teachers
- Health information from the school nurse or Health commissioner
- Upcoming meeting information
- Current PTA projects
- Calendars
- School lunch menus
- PTA and school budgets
- Proposed changes in the curriculum
- Changes in School Board policy
- Publicize Local, Council, Region, State and National PTA Information
- Include local and Utah PTA Websites (www.utahpta.org) and encourage their use
- Information from your commissioners
- Legislative information pertaining to Educational Issues
- Always include information on how to join PTA and How to help at the school as a volunteer
- Resources for parents on various topics
- Messages from the Principal and PTA President
- Community partnerships
Planning a Successful PR Campaign

Here are five easy steps to help you achieve your Public Relations goals:

1. Set realistic, measurable goals. Put these goals in writing. For example, you might want to attract 50 parents to a PTA meeting or increase Reflections entries by 10 percent.
2. Decide who you want to reach: PTA members, Parents of all the students at the school, Teachers and administrators, and Community Leaders. How will you reach them? Media, Fliers, Newsletters, Community posters, email, and websites.
3. Develop a timetable for contacting the media. Know media deadlines and reporters who might be interested. This is where your carefully crafted media list comes into the plan.
4. Delegate responsibility. Form a Public Relationship committee. Since no one can do it alone, ask others for assistance.
5. Use a formal evaluation tool for your Public Relations report.

Working with the Media

First, you must realize that you can’t control the media. While you can send them materials and ideas, they will decide whether and how they will be used. You can increase your chances of success by knowing what types of stories will interest different media representatives and how to contact them. Most of the news media is available via Twitter. It is suggested that you have a Twitter account and follow the press and they may follow you back.

Develop a nose for news. Before contacting the media, determine whether your story idea is news—not all PTA activities are. Learn what’s considered newsworthy by studying local newspapers and broadcast media. Determine what they consider newsworthy and how they present a story. Google alerts via email are a great tool to use to access stories that will be of interest to your PTA.

Use your media list. It will help you determine what reporter or editor should be notified about a PTA event. A general meeting may be listed in the community calendar section or on their Website but will not be considered news. However, if your PTA is addressing an issue of vital interest to the community, a media outlet may send a reporter or ask for a follow up interview.

Look for photo opportunities. Most news outlets are using more photographs. Ask your local newspaper to send a photographer. You may also take your own photographs or video and send them to the news outlets immediately after the event. The news outlets are cutting back on personnel and cannot be everywhere across the state. We are finding that we have had news stories covered by sending the news outlets our own pictures and other material. Make sure that you send detailed information with any picture or video that you send them and complete contact information so that they can do a follow up interview for the story. Be sure that your Photos and videos show action and activity and not just people smiling and shaking hands. Contact more than one media source for coverage of your story idea.
Use media community calendars to advertise PTA events. These calendars can easily be accessed on the different media websites.

Be selective about your story ideas you send to your local media. If you bombard the media with media releases about stories that are not news, editors may begin to ignore all communications from your PTA.

**Media (Press) Releases**

All PTAs should send out media releases. Send the media release to a specific media representative one week prior to the event. Attach any brochures or other material related to the event. If possible, limit the release to one page. A release is designed to spark interest, not tell the whole story. Call the reporter or editor to see if the release was received and offer to provide additional information before, during, and after the event.

How well the media release is written is almost as important as the information it contains. The most important information comes first, with less important details in later paragraphs.

Be sure to include the following in all media releases:

1. Who, what, when, where, and how. Cover these points early in the release.
2. Be brief. Keep the releases short, using simple language and sentences.
3. Double-space. Leave at least one-inch margins on all sides.
4. Avoid editorializing. Just state the facts. Tell it like it is.
5. Use only formal titles, not common titles. Refer to women by their own names (Mary Smith not Mrs. John Smith). On second mention, refer to both men and women by their last names.
6. Proofread. Check and double-check spelling, grammar and punctuation.

**Writing Media (Press) Releases**

1. A heading stating MEDIA RELEASE, name of the PTA, and school address.
2. FOR IMMEDIATE RELEASE or FOR RELEASE ON. The media release should be typed in capital letters upper right portion of the page. Directly below these words indicate the date for release.
3. A contact person. A name with a daytime telephone number should be included near the top of the page so reporters can call for additional information.
4. A short headline. A title with capital letters (example: PTA PRESIDENT ELECTED) that gives a quick preview of the contents of the release.
5. A dateline. This is the city (City, UT) from which the release is issued. Place this at the beginning of the first paragraph.
6. Use the PTA logo
7. End marks. If the release is more than one page, place the page number and release headline at the top of both pages (example: Page 2 - PTA President Elected).
8. At the end of the release, put ### marks centered after the last paragraph to let readers know the release ends.
FOR IMMEDIATE RELEASE:

Feb 12, 2014

Utah PTA is proud to report to the Governor and Legislature that Utah PTA supports Utah communities, schools and children.

The value of the Utah PTA Volunteer Hours for February 2013 through January 2014 is based on the average estimated value of volunteer time nationally for 2012 which was $22.14 per hour as determined by the "Independent Sector's Value of Volunteer Time."

The estimate helps acknowledge the army of PTA volunteers who dedicate their time, talents, and energy to making a difference in our communities, our schools, and to making a difference in the lives of children.

Utah PTA receives reports three times annually from the PTA Local Schools, Council PTAs, Region PTAs and State PTA volunteer giving the hours donated by all volunteers throughout the state:

The schools, council, region, and state volunteers who reported hours from February 2013 – January 2014 totaled 2,265,000 hours. Based on the 2012 estimated value of volunteer time the total donated time at $22.14 per hour is $50,146,000.

We hope that all Legislators will acknowledge the work done by the PTAs and Parents in their communities

# # #
Preparing for Interviews

Preparation is the key to a successful interview. Prepare and practice ahead of time, if possible.

Before the interview find out the following:

■ The names of the reporter and the cameraman.
■ Length of the interview.
■ Topic to be covered.
■ Will other guests be there? Who? Do your homework.
■ Physical setting; for example, will you be sitting at a table, standing, etc.
■ For broadcast interviews, will it be live or taped.
■ When the interview will be printed or broadcast.
■ Do we need pictures sent in and our PTA logo.

It is often said that Public Relations is the job of everyone in PTA. This is definitely a true concept since Public Relations is the crucial part of marketing your PTA and your PTA programs. Good Public Relations practices will help you in attracting support and volunteers to join your mission and goals for your PTA. Every PTA should have Public a Relations position on their board.

The Public Relations individual will work closely with the PTA president and the PTA board to guide and direct the Public Relations committee in creating and implementing a successful public relations and membership campaign based on the needs assessments and goals determined by the PTA board.

The Public Relations Committee establishes the Public Relations goals for the PTA for the current school year and in coordination with the Membership Person implements the membership campaign and evaluates its success. The elected Public Relations individual serves as the head of the Public Relations committee. As the chair of the committee it is expected that the responsibilities will include obtaining Public Relations plans from each member of the board who is in charge of a specific program or event for the PTA. This would include things such as the membership campaign, PTA sponsored meetings, Reflections program, carnivals, Red Ribbon week, book fairs and any other PTA activity. The Public Relations chair and committee may help these board members in creating their Public Relations plan for the year. The Public Relations committee will establish a Public Relations Time Line for implementing its Membership campaign for the year.

The Membership Chair would serve on the Public Relations committee. The Public Relations plan should be based on input from the president, the PTA Board, Membership Chair and commissioners as well as needs assessments from your PTA membership. The Public Relations Committee should be pro-active in communication of events and programs throughout the year. Social Media is a great tool to get the word out for the events and programs.
Responsibilities of the Public Relations Committee

1. Be a PTA member and serve your full term as elected by the PTA membership or appointed by the PTA officers.
2. Learn and know all you can about the PTA—its history, goals, programs, policies, PTA Day at the Capitol, activities, publications, websites, social media involvement and meetings.
3. Read and study the Utah PTA Public Relations handbook.
4. Act as an aide to the president and perform such duties as delegated or assigned by the PTA officers or president.
5. Work closely with the PTA president, Membership Chair and assist Board Members to promote events.
6. Submit to the PTA officers a recommended budget to cover costs of the Public Relations committee’s projected campaign and plans for the year.
7. Attend all scheduled PTA board and committee meetings, Utah PTA conventions, and outreach training meetings.
8. Know and work with your council, region, and Utah PTA Public Relations.
9. Form and chair the Public Relations committee. Elect a Vice Chair and Secretary for the Public Relations Committee. Meet regularly and delegate responsibility as you facilitate, lead, supervise, and coordinate the work of that committee in publicizing your PTA/PTSA programs and activities.
10. Present recommendations for public relations committee to the PTA board.
11. In partnership with the Public Relations committee, develop and implement a successful Public Relations Membership campaign for your PTA for the current school year.
12. Keep informed of all activities and programs of your PTA.
13. Plan and carry out PTA Founder’s Day activities and celebration in February.
14. Take every opportunity to publicize and spotlight what your PTA is doing.
15. Serve as a liaison between your PTA and the media.
16. Write and submit media releases to the president to be checked before releasing to the media.
17. Send pictures of your PTA events to Utah PTA to show on the website and social media.
18. Evaluate Public Relations campaign and report to PTA president and executive committee.
19. Collect volunteer hours of members and consultants serving on the Public Relations committee and report them at each PTA board meeting.
20. Guarantee that recognitions are acknowledged and thank you notes are sent.
21. Maintain all PTA social media accounts.
22. With the help of the Public Relations committee create marketing displays to use at meetings and events.

Files and procedure books should include:

- Contact Info of the Public Relations committee (complete with names, addresses, phone numbers, and e-mail).
- Copies of Public Relations committee budget information.
- Public Relations campaign plans.
- Samples of all internal publicity.
- Copies of all press releases, fliers and information used for events.
- Pictures of displays, exhibits or bulletin boards used for Public Relations.
- Utah PTA logo and School PTA logo.
Social Media passwords and log In Info
- Media contacts including all contact information.
- Contact information for any press, community leaders and organizations used for Public Relations.

Forming a Public Relations Committee:
A. Committee Size
- Size varies depending on the size of your PTA, publicity channels, and needs of the local, council, Region, or Utah PTA.
- A successful Public Relations Committee is not a committee of one.
- Most Public Relations committees include from four to eight regular members

B. Committee Composition
- The Public Relations committee chair will be the elected Public Relations.
- A local PTA Public Relations should include parents, teachers, principal, and the PTA president
- Local PTSA committees should include at least one student.
- The Membership Representative should be included.
- Community liaisons and consultants may be asked to be a part of your Public Relations committee.

PTA Founders Day—February 17th

Announce PTA Founders Day in newsletters, social media, and any other communications.
Social Media and Public Relations

Social Media is quickly becoming one of the primary sources of information sharing. Corporations, small businesses, government entities, charities and all community organizations recognize and use social media in ever increasing ways. Use of social media to get messages out is immediate and far reaching and allows for input and interaction of your audiences. The benefits are significant. As you decide to use social media there are a few things to consider.

**Facebook**
Like us on Facebook! Encourage your parents to like Utah PTA on Facebook and then link your Facebook page to the Utah PTA Facebook page and the National Facebook page so that you are getting all the information that they are putting on their pages to your membership. This will make sure that all resources are available to every single PTA member. Also, join us at Utah PTA Excellent Elementary and Utah PTA Super Secondary Facebook pages. We also have a Treasurer's Group, a Council President's Group and a Utah School Community Council Group for you to join. Also, new this year, a Reflections Group for our leaders to share ideas and best practices. You get to learn from and share ideas with many others!!

**Twitter**
Follow us on Twitter: Also remind your PTA members to follow Utah PTA on Twitter to get important up to date information. We will be using this in increasing ways during the Legislative session to let members know about important legislation. Many of the Utah Legislators follow Utah PTA on Twitter and we get their posts. This is also a great way to remind members about deadlines and events. Twitter is fast becoming an important way to discuss topics and get information out fast. Follow Utah PTA on Twitter: @UtahPTAOneVoice

**Pinterest**
The fastest growing Social Media site in Utah. Since so many moms, and yes even dads, are using Pinterest, we saw the need for us to be there also. Today’s PTA is where it is at!!! This is a great way to share ideas for PTA parents, volunteers, and teachers. Join us on Pinterest today. If you are new to Pinterest, it is easy to get started. Just go to the Pinterest site and sign up to be a member and then follow Utah PTA. If you click on “about” which is on the Pinterest header and then the help button, it will give you a tutorial of how to use Pinterest and then you are on your way!! We welcome your ideas for us to use on Pinterest. We hope that you are all following Utah PTA on Facebook and Twitter. It is a great way for parents and teachers to get new and up to date information about children’s issues and educational issues. Every PTA member can be IN THE KNOW in Today’s PTA! Follow Utah PTA on Pinterest [http://www.pinterest.com/utahpta](http://www.pinterest.com/utahpta).

**Instagram**
Utah PTA is now on Instagram!! Follow us and we will follow back. A picture is worth a thousand words!! We would love to see your pictures and we will be sharing our pictures. This is a great way to document your events, meetings, carnivals, ribbon weeks, reflections, and BOB!! We hope to see you in the PICS!! Follow us at Utah PTA.

**YouTube**
Utah PTA is also on YouTube. Please subscribe to UtahPTA One Voice to watch videos from Utah PTA.
Utah PTA Social Media Policy

The purpose of social media is to:
- Promote PTA, membership, or PTA events
- Direct traffic to the PTA website for more information, encouraging participation and membership
- Promote best practices
- Provide accurate, relevant, and up-to-date information

Content

The PTA executive committee shall approve the site and assign the responsibility for monitoring content. Passwords must be given to 3 board members. Content on all social media outlets used by the PTA shall:
- Be civil, cordial, and relevant
- Be welcoming to all families
- Not use explicit, or profane language and acronyms of explicit expressions
- Not use offensive language, including but not limited to ethnic, religious, and racial slurs
- Not air grievances with PTA, school board members, school administrators, teachers, PTA member, students or other individuals
- Not further an issue or product for personal or professional gain
- Not include documents that are for members only, such as bylaws, minutes, and financials, unless access is protected and available only to members of this PTA
- Not endorse, promote, or solicit on behalf of a business, product, or service
- Not endorse a candidate or political party
- Not include comments and posts intended as advertising
- Be verified for access
- Obtain permission from individuals prior to posting photographs and videos.
- Check with the school district’s communications administrator for the guidelines on the photo release policy, or obtain a signed photo release through the PTA before publishing any photo or video.
- Know individual school district policy for social media use

Notice

Utah PTA and its locals, councils, and regions are encouraged to post the following information on their social media site so visitors are aware of the expectations.

__PTA is a noncommercial, nonsectarian, nonpartisan association that does not endorse any candidate or political party. This PTA does not endorse non-PTA products or services.__
- Solicitation, or anything that resembles solicitation, shall not be posted on this site. If complaints are received about content or if the PTA deems content to be advertising, that content will be removed regardless of whether the content is relevant to our members.
- Offensive or inappropriate content will not be tolerated and will be removed and author will be banned from the site
- Posts endorsing candidate for office or any political party shall be removed immediately
- This site is not the appropriate place to express complaints and grievances. If you have a concern please contact a member of the PTA executive committee.
Companies and organizations use Twitter primarily for sharing about a product, brand or a program. It is also used to make announcements and share breaking news. All updates on Twitter should be 140 characters or less. The tips below will help increase your followers and enable you to get your message to a larger audience.


1. **Blogs need to make a Strong First Impression.** When designing a blog the template should be simple, visually powerful, and spacious. Too much clutter and multiple columns can easily overwhelm the reader.

2. **Feature the Ability to Subscribe to Your e-Newsletter and Join Your Social Networking Communities.** The upper right corner of your blog is the most valuable section of the page in terms of visibility and impact. Feature the ability to subscribe to your newsletter, a campaign, and any social networking icons in that spot. As blog traffic increases so will new subscribers, friends, followers and fans.

3. **Blog Titles are Priority. Make sure the Blog Title is Bold and Engaging.** It should also include key terms and words relating to your subject matter.

4. **Emphasize Quality Content.** The length of blog posts is not as important as the quality and relevance of the blog posts. Content should be important and useful to your audience. The content should engage readers and make it worth their time. Word use should be efficient—don’t waste words. Only add words that support your points. Avoid fluff.

5. **Optimize Content for Web Reading.** People tend to scan online articles rather than read them word for word. Use bullet lists whenever possible. Boldface keywords (or people’s names) to break up long sentences and paragraphs.

6. **Allow Comments but Moderate Them.** All blogging platforms have a notification system that allows you to moderate comments before they go live. You should allow comments but you don’t have to approve them all, particularly if they are rude and disrespectful in tone.

7. **Add Share and Search Functionality Buttons.** Make sure the blog platform you choose automatically comes with share and search functionality or that you have the ability to add a share plug in.

8. **Use Photos/Videos in all Blog Posts.** Blog posts with images tend to get more traction. Post at least one photo per blog post if possible. You can also do a quick Google Image or Flickr Creative Commons search if you have nothing in-house to use.

9. **Create “Top Ten” Posts.** Posting a blog about the top ten reasons your PTA is awesome is a great way to showcase your organization in a short, concise and interesting way. Use top tens or top fives to give people information on your PTA.

10. **Be Consistent.** Try to blog once a week and at the same time every week. Followers appreciate consistency and routine. Even if you just describe what you are working on this week, share it with the people who have invested time in your blog.

11. **Share Your Blog Content.** Cross promote your blog content on your other social networks like Facebook and Twitter.

12. **Solicit Engagement From Readers.** Ask people to comment and email ideas. Post polls to survey ideas. Keeping readers engaged will keep them returning.

If you want more information about how your PTA can best utilize social media, please contact our Communications Department. This tip sheet is one of many resources that National PTA offers members. Go to PTA.org for more!
Facebook is a great way to do Social Media marketing for your PTA. Facebook is perfect for brand awareness because it is free advertising and promotion for your local PTA, it allows you to share information with your members, it will enable you to start conversations on various topics, and it gives them the chance to share with their friends as well.


1. **Create Your Voice.** Your voice will often be found in the status updates of your fans, which means it is very important to find content that engages your fans and encourages them to want to engage with you. A great way to help you gauge this will be by the number of likes, shares, and comments you receive on your posts.

2. **Fun and Informative.** A great place to get started with content is to share success stories, breaking news, grant deadlines, calls to action, events, and information shared by National PTA.

3. **Professional vs. Personal.** While adding personality and flair is important, keep in mind that there is a difference between a personal Facebook page and your PTAs professional one. Set up rules of etiquette for your PTAs Facebook page so that everyone knows the rules and can help make it a safe place for sharing information.

4. **More Than One.** Be sure to have at least two people (although three would be best) as administrators of your PTA Facebook page. This way if someone is sick, traveling, unreachable or has to leave for any reason there are multiple people with access to the page. This also helps spread the responsibility for posting and sharing content, lessening the pressure on everyone.

5. **Posting Limits.** Be sure to limit the number of posts. Too many posts will cause people to hide or un-Like your Facebook page. Ideally, four to six posts per week is best, though you should not post more than twice a day.

6. **Content Sharing.** Be sure to share links, videos, and pictures whenever possible in your posts. This will help increase your PTAs visibility and activity. Facebook is all about sharing information.

7. **Tagging Gold.** Tag sponsors and supporters whenever possible; this will help them to keep up with what you are doing and engage them more. Plus, it gives them greater visibility among your PTA members and supporters.

8. **Events.** Create events and send them to the fans of your page. It will remind them about your unit and your events, and it will help you engage them in a new way.

9. **Do Not Automate.** It is always tempting to automatically sync several social media platforms to Facebook so you only have to send one status update. However, avoid doing this as much as possible because each social media platform is unique in the culture of the community and the way content is shared.

10. **Encourage.** Do not forget to encourage your PTA board members, volunteers, students (if you are a PTSA), teachers, and families to engage and be active on your PTA page. This will help create a flow of information and sharing that will encourage everyone! Most of all, do not forget to have fun, learn a lot, and remember that social media is just another resource for you, your members, and the parents and teachers that will give every child one voice!

If you want more information about how your PTA can best utilize social media, please contact our Communications Department. This tip sheet is one of many resources that National PTA offers members. Go to PTA.org for more!
1. **Develop Your Twitter Voice.** The kind of content and the tone your members and followers respond to will help you give your Twitter voice personality. Your ultimate goal should be to inspire action and reaction from your followers.

2. **Track Your Links!!!** Use a Twitter app like Bit.ly or Ow.ly to track your links. They shrink your long links which allows more characters for tweeting. It also provides useful statistics on the number of people that click on your links.

3. **Tweet Your Content as Well as the Content of Others.** Master the art of both retweeting and responding. Tweet articles or blog posts from your favorite newspapers, bloggers, and partner organizations. These practices will encourage your followers to retweet your content and information.

4. **Follow on a 1:1 Ration.** If you have 1,000 followers, then you should follow 1,000 Twitters in return. This will help your visibility and let your followers know that you are vested in them.

5. **Follow People with Similar Interests.** Help increase your visibility and understanding of your audience by following users with similar interests that are relevant to your goals and objectives. Do not forget to tag them in your messages by using the @ symbol.

6. **Integrate.** To maximize the success of your Twitter efforts, integrate into other online and offline materials. Incorporate a Twitter feed on your website, add a link to follow Twitter into direct mail pieces, and include a ‘Share’ button or Twitter link in an em-mail or e-newsletter.

7. **Drive Website Traffic.** 140 characters does not provide much room for detail. Offer a hook and lead your followers to your website or PTA.org for more information.

8. **Tweet Often.** Experts recommend tweeting four to six times per day. For some local units that may be too overwhelming. Twitter is most active from 9 AM to 12 PM in any given time zone so focus your attention on tweeting during that time span.

9. **Use Hashtags Strategically.** Hashtags (#) allow Twitterers to discuss issues and events on Twitter in real time. They also help to organize tweets, spread information and find new friends. Tweets should not have more than one or two hashtags.

10. **Design your Twitter Profile to Match Your Local PTA Logo.** Try to blog once a week and at the same time every week. Followers appreciate consistency and routine. Even if you just describe what you are working on this week, share it with the people who have invested time in your blog.

If you want more information about how your PTA can best utilize social media, please contact our Communications Department. This tip sheet is one of many resources that National PTA offers members. Go to PTA.org for more!
YouTube is the social web site that lets people upload online videos and participate in free video-sharing, commenting, liking, and re-posting. YouTube allows registered users to put their videos and share video clips online and share with others.


1. **Create Your Story.** The main goal of YouTube is to tell a story with video, music, pictures, etc. This can then be shared with your PTA members, parents, teachers, school administrators, and your community.

2. **Fun and Informative.** Storytelling on YouTube is meant to be fun, creative, and informative.

3. **Searchable.** Be sure to tag your videos so they can be searched and found by PTA members, parents, teachers, and anyone interested in the PTA mission.

4. **Comments.** Social media is about engaging and creating a conversation, so be sure to enable comments on your videos.

5. **Content Sharing.** Some of the best and more engaging aspects of YouTube is the ability to share among the other platforms. Do not forget to share your own videos on other PTA platforms and encourage your members and followers to share as well.

6. **Tagging Gold.** Tag sponsors and supporters whenever possible; this will help them to keep up with what you are doing and engage them more. Plus it gives them greater visibility among your PTA members and supporters.

7. **Channels.** YouTube has the ability to create a space that holds all the videos uploaded by your PTA group. Go to youtube.com/create_account. Be sure the username you sign up with is the one you want included on your channel.

8. **Descriptions.** The description you give your channel should be short and simple. No one wants to read on YouTube; they want to watch a story of some sort.

9. **Thank You.** Do not forget to do a “Thank you” video or a year in review video to promote your accomplishments and let volunteers know how much their work is appreciated. The shout-outs are always a great way to get additional shares.

10. **Encourage.** Do not forget to encourage your PTA board members, volunteers, students (if you are a PTSA), teachers, and families to engage and be active on your PTA page. This will help create a flow of information and sharing that will encourage everyone!

Most of all, do not forget to have fun, learn a lot, and remember that social media is just another resource for you, your members, and the parents and teachers that will help your members speak for every child with one, powerful voice!

If you want more information about how your PTA can best utilize social media, please contact our Communications Department. This tip sheet is one of many resources that National PTA offers members. Go to PTA.org for more!
Utah PTA Is…

Utah’s voice for children. Since 1925, Utah PTA has put volunteer strength behind programs and projects aimed at creating a better life for every child. Utah PTA speaks on behalf of children and youth in school, in the community, and before governmental bodies and other organizations that make decisions affecting children.

Utah PTA is the largest statewide volunteer organization working exclusively to improve the education, health, safety, and well-being of all children and youth.

Utah PTA is affiliated with the National PTA (organized in 1897) and unites the efforts of members, local PTAs and state PTAs on child-centered issues. PTA has played an important role in many areas, including the following:

• After-school programs
• Arts Education Grant Fund
• Battle of the Bands
• Bullying and Cyberbullying Prevention
• Early childhood development & education
• Golden Apple Teacher Recognition
• High Standards for Family School Partnerships
• “Hope for Tomorrow” Suicide Prevention Program
• Internet safety
• Involvement programs
• Nutritious hot lunch programs in schools
• Reflections Art Competition
• Trust Lands

Because of the size of our organization, PTA is able to partner with businesses and negotiate special discounts, fundraising opportunities, and other valuable benefits exclusively for PTA members. To see National PTA member benefits, visit their website at: www.pta.org.

AARP · Hertz · MetLife · Schwan’s Cares
Sylvan · Staples

Come Play with PTA!

Come Play With PTA is a partnership with businesses for Utah PTA members. Utah PTA members receive discounts to local activities. See the website for current information.

You can visit us at:

www.UtahPTA.org

as well as follow us on social media!

Utah PTA
5192 S. Grempine Drive, Salt Lake City, UT 84123
Tele: 801-261-3100 • Fax: 801-261-3110
www.utahpta.org • kids@utahpta.org
Utah PTA Mission Statement
Utah PTA will help every child realize his full potential and will:

• Advocate:
  Support and speak on behalf of children and youth and...

• Involve:
  Encourage positive involvement in all facets of a child’s life and...

• Develop:
  Assist in developing skills to raise and protect children and youth.

The Purposes of PTA
To promote the welfare of children and youth in home, school, community and place of worship.

To raise the standards of home life.

To secure adequate laws for the care and protection of children and youth.

To bring into closer relation the home and the school, that parents and teachers may cooperate more intelligently in the education of children and youth.

To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, social and spiritual education.

Communities Where Utah PTA Has Served or Is Serving

Community Involvement Committees
• The Chamber of Commerce
• Uplift Families Exec. Board of Dir.
• Strengthening Families Leadership Team
• United Way

Education Committees
• USBE Policy Advisory Committee
• Governors Literacy Commission
• Utah Public Education Coalition

Family Life Committees
• Parents Empowered
• Early Childhood Utah
• Child Welfare Improvement Council

Health Committees
• Action for Healthy Kids
• USBE Core Writing Committee
• Utah Coalition Against Pornography
• Prevention Dimensions
• SMART Coalition
• Utah State Suicide Coalition

Individual Development Committees
• Utah Division of Arts & Museums
• Art Works for Kids

Safety Committees
• Utah Council Crime Prevention (UCCP)
• Safety Kids Coalition & Advisory Council
• Utah Education Network Internet Safety

Student Involvement Committees
• Utah Healthy Relationships Task Force
• KUED Super Reader Party
• Teen Driving Task Force

Trust Lands Committees
• Trust Advisory Committee
• School & Institutional Trust Lands Alliance (SITLA) (Observe only)

What Can PTA Do For YOU?
• Provide a rich association of caring adults working for the welfare of all children.
• Provide resources and education on child and family-related issues.
• Provide a recognized and valuable link with schools, community groups, and government.
• Provide personal growth opportunities through leadership and training sessions.
• Provide opportunity to participate in the Reflections cultural arts program.

How Can YOU Make A Difference?
• Provide a caring home environment.
• Get involved. Volunteer.
• Support school activities (whether at school, home, or your workplace) that strengthen the family-school-community partnership.
• Join with community organizations and businesses to address the needs of children.
• Learn about important issues affecting children in your community.
• Be a voice for children by communicating with local and state decision-makers.

What Can YOU Do For PTA?
• Join!
• Contribute to the strength of members statewide advocating for the welfare of Utah’s children.
• Share your time and talents. Serve on committees.
• Communicate with educators.
• Attend PTA meetings.
• Become a mentor to a child.
EL PTA de Utah es...

La voz de los niños de Utah. Desde 1925 el PTA de Utah ha puesto la fuerza de los voluntarios detrás de los proyectos y programas dirigidos a crear una mejor vida para cada niño. El PTA de Utah habla a favor de los niños y la juventud en la escuela, en la comunidad y en frente de las diferentes ramas del gobierno y de otras organizaciones que toman decisiones que afectan a los niños.

El PTA de Utah es la organización de voluntarios más grande del estado, trabajando exclusivamente para mejorar la educación, la salud, la seguridad, y el bienestar de todos los niños y los jóvenes.

El PTA de Utah está afiliada a el PTA nacional (organizada en 1897) y une sus esfuerzos de los miembros a nivel estatal y local en asuntos de importancia sobre los niños. El PTA ha jugado un papel muy importante en muchas áreas incluyendo las siguientes:

- Programas después de la escuela
- Donación de fondos de formación artística
- Battle of the Bands (Batalla de las bandas de música)
- Bullying y Internet Bullying
- Desarrollo y educación de la primera infancia
- Golden Apple Reconocimiento al Maestro
- Estandares para cooperacion entre la Familia y la Escuela
- Hope for Tomorrow prevención del suicidio
- Seguridad en el internet
- Programas de nutrición y almuerzo en las escuelas
- Reflections (competencia de arte)
- Tierras de fideicomiso

Bienvenido a la PTA

Ven a jugar con la PTA

Come Play With PTA o Ven a jugar con el PTA, es un esfuerzo en conjunto con los negocios que provee descuentos para los miembros de el PTA de Utah. Visite nuestra pagina de internet para mas informacion.

Utah PTA
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Beneficios para los miembros de los proveedores de el PTA

Debido al tamano de nuestra organizacion, el PTA puede asociarse con negocios y conseguir descuentos especiales, oportunidades para recaudación de fondos, y otros valiosos beneficios exclusivamente para los miembros de el PTA. Para ver los beneficios de el PTA nacional, visite su pagina de internet al www.pta.org

AARP · Hertz · Schwan’s Cares · MetLife
Sylvan · Staples

Invitamos a todas las escuelas - Publicas y Privadas - a unirse a la familia del PTA
cada niño. una voz.
La misión del PTA (Asociación de Padres y Maestros) es triple: Apoyar y hablar a favor de los niños y la juventud, Involucrar: fomentar un envolvimiento positivo en todos los aspectos de la vida de los niños y los jóvenes, y Desarrollar: Asistir en desarrollar habilidades para criar y proteger a los niños y a la juventud.

Propósitos del PTA

Promover el bienestar de los niños y los jóvenes, en el hogar, en la escuela, la comunidad e iglesia.

Elevar los estándares de la vida en el hogar.

Asegurar leyes adecuadas para el cuidado y la protección de los niños y los jóvenes.

Acerca la relación entre el hogar y la escuela, para que los padres y maestros puedan cooperar más inteligentemente en la educación de los niños y los jóvenes.

Desarrollar esfuerzos unidos entre maestros y el público en general, de tal manera que aseguren ventajas físicas, sociales y espirituales para los niños y los jóvenes.

Comité donde el PTA sirve o ha servido

Comités que Involucran a la Comunidad
- Cámaras de Comercio
- Junta Ejecutiva de Directores de Uplift Families
- Equipo de Liderazgo de Strengthening Families
- United Way

Comités de Educación
- Comite Asesor de Políticas USBE
- Comite de Alfabetización del Gobernador
- Coalicion de la Educación Publica

Comités de Vida Familiar
- Parents Empowered
- Early Childhood Utah
- Child Welfare Improvement Council

Comités de Desarrollo Individual
- Utah Division of Arts & Museums
- ArtWorks for Kids!

Comités de Seguridad
- Consejo de Utah para la prevención del delito (UCCP)
- Coalición y Consejo Asesor de Seguridad para los niños
- Red de Educación en el Internet de Utah

Comités de Participación Estudiantil
- Fuerza Especial de Realizaciones Saludables de Utah
- Fiesta del Super Lector KUED
- Fuerza Especial para Adolecentes que manejan

Comités de Tierras de Fideicomiso
- Comité Consultivo del Fondo
- Administración de tierras de fideicomiso de escuelas e instituciones

¿Qué puedo el PTA hacer por usted?

- Proporciona una asocición de adultos que trabajan por el bienestar de los niños.
- Proporcione recursos y educación en asuntos relacionados con los niños y la familia.
- Proprove un lazo valioso entre la escuela, grupos de la comunidad y el gobierno.
- Proprove oportunidades de crecimiento personal a través de sesiones de entrenamiento de liderazgo.
- Proprove la oportunidad de participar en el programa de arte cultural Reflections.

¿Qué puedo hacer yo por el PTA?

- Proporciona un ambiente del hogar.
- Involúcrese. Sea voluntaria/o, sepá que usted puede hacer la diferencia para todos los niños.
- Apoye las actividades escolares (en la escuela, en casa, o en su lugar de trabajo) que fortalecen la relación entre la escuela y el hogar.
- Únase a las organizaciones y negocios de la comunidad que dirigen su atención hacia las necesidades de los niños.
- Comparta su tiempo y sus talentos. Sirva en un comité.
- Comuníquese con los educadores.
- Atienda las reuniones de la PTA.
- Convíértase en el mentor de un niño.

Cómo puedo hacer la diferencia?

- Contribuya al fortalecimiento de los miembros a lo largo del estado abogando por el bienestar de los niños.
- Aprenda acerca de los asuntos importantes que afectan a los niños y a su comunidad.
- Sea la voz de los niños comunicándose con quienes hacen las decisiones a nivel local y estatal.
Dear Scholarship Applicant,

PTA is the largest for child advocacy voice in the state of Utah. PTA works directly for children and advocates for them with local, state, and national governments.

In helping every child achieve their goal for higher education, it is the pleasure of Utah PTA to be able to offer three $1,000 scholarships.

Utah PTA offers these scholarships to support students focused on a career goal. Utah PTA supports education and believes strongly in post high school education.

All eligible students are encouraged to apply for this opportunity from Utah PTA.

Sincerely,

Laney Benedict
Laney Benedict
Utah PTA President
Application due to the Utah PTA by February 28, 2020.

Utah PTA supports public education. Utah PTA believes that all students have the right to an education at a public school. A student who desires to further their education in an institute of higher learning or technical school following their graduation should have the opportunity to do so. We realize that for students to further their education it requires funding. It is our privilege and honor to give $1,000 scholarships to three (3) Utah seniors. Utah PTA would encourage students who are seniors to apply for this scholarship. The scholarship application packet must be completed and sent to Utah PTA postmarked by February 28, 2020. Please send application packet to this location:

Utah PTA
Attention: Director of Communications
5192 S. Greenpine Drive
Salt Lake City, UT 84123

Qualifications for applications:
1. Applicant must be graduating from high school in May/June of the current year.
2. Applicant must be accepted to a college, university, or vocational school.
3. Applicant must be a current PTSA/PTA member.
4. Applicant must have at least 3.0 cumulative GPA
5. Applicant must fully complete the application with requested attachments
6. Scholarship must be used within one year. (Deferred admissions accepted.)
7. Winning applicants will be required to supply Utah PTA with their university ID, student number, or social security number for correct payment to their student account at the designated school.

Please include with this application:
1. A copy of official high school transcript.

2. A written 1-2 page essay describing your experiences with PTA throughout your academic career. You may include your memories of PTA programs, your interactions with volunteers, how you’ve seen PTA affect you and your family and how PTA has helped make you a better person.

3. Two letters of recommendation describing your character and qualities developed during your school years from teachers, leaders, coaches, etc.
Utah PTA/PTSA Student Scholarship
Application

(PLEASE COMPLETE THIS APPLICATION IN ITS ENTIRETY)

Applicant Information

Name: ____________________________________________________________

Date of Birth: ___________ E-mail: ____________________________________

Current Address: __________________________________________________

City: ____________________ State: ___ Zip Code: __________

Home Phone: _______________ Cell Phone: ________________________

High School Attended: _____________________________ Current GPA: ______

Are you a current PTSA Member? (Circle One) YES NO

How many years a member? (Circle) 1 2 3 4 5 6

Trade School, College or University you plan to attend: ______________________

Parent Contact Information

Parent Name(s): _________________________________________________

Address/Phone (if different from yours): ________________________________

Extra Curricular Activities

Please list the extra curricular activities you have participated in throughout your high school career.

________________________________________________________________________

________________________________________________________________________

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________________________________________________________________________
(PLEASE COMPLETE THIS APPLICATION IN ITS ENTIRETY)

Personal References

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Signatures

Signature of Applicant: ________________________________

Signature of Parent: ________________________________

Signature of Current PTSA President: ________________________________

Be sure to attach 2 letters of Recommendation, your essay and your transcript to this application. Completed Applications are due to the Utah PTA office on February 28, 2020.