

# WELCOME TO 2024 LEADERSHIP CONVENTION

Session will begin soon





DEVELOP  
ADVOCATE  
ENGAGE

UTAH

**Develop** programs, resources, and leadership skills that enhance the lives of all children, youth, and their families.

**Advocate** by speaking on behalf of all children and youth in schools, in the community, before governmental bodies, and before other organizations that make decisions affecting children.

**Engage** the public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

# How to Step Up Your PTA Public Relations Game

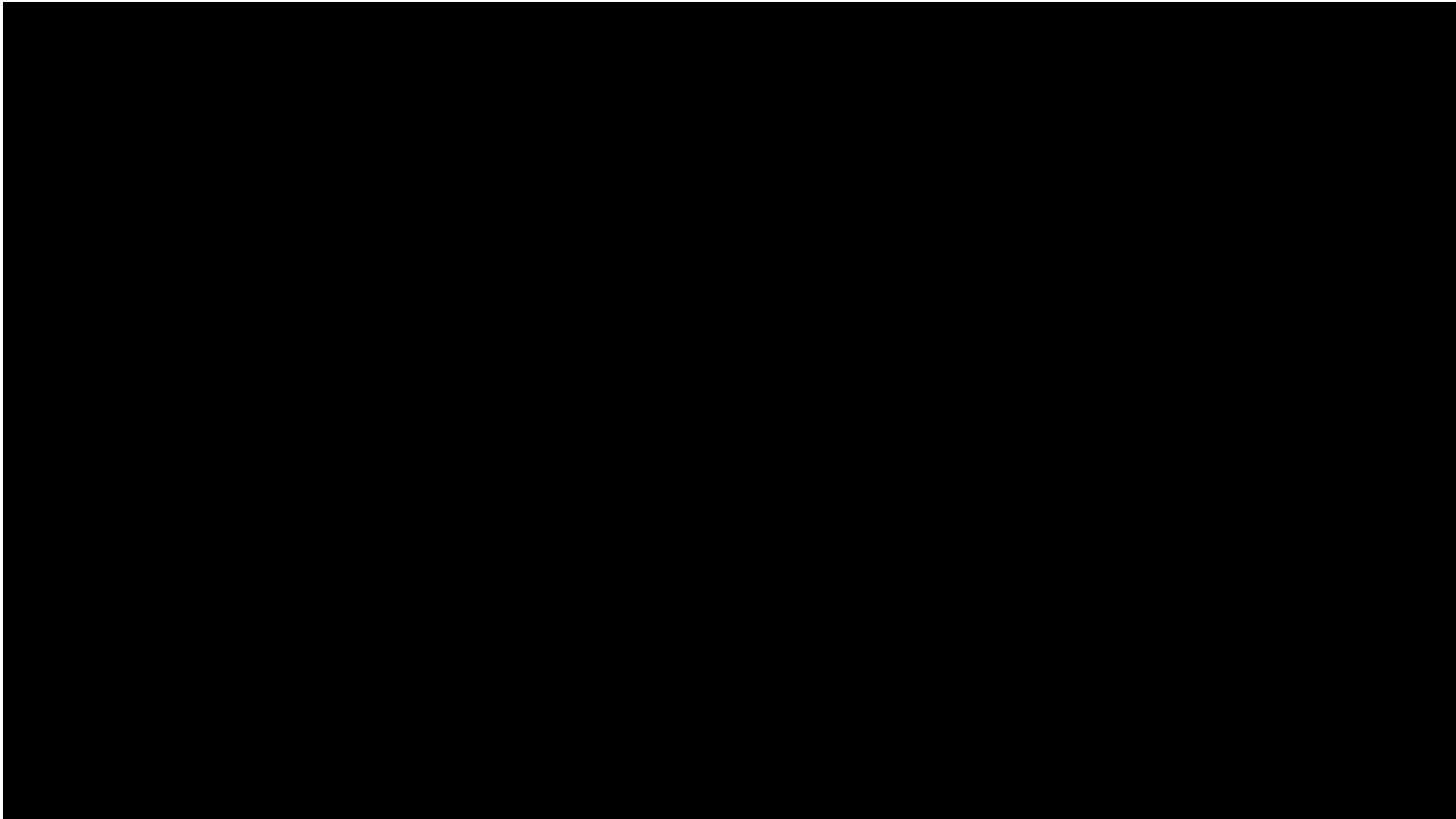
Jason Nackos

Director of Communications, Utah PTA



# Volunteers are Superheroes





<http://www.youtube.com/watch?v=fB9ysddfULw>



# With Whom Do We Communicate?

- Administration
- Teachers
- Membership
- All Parents and Guardians
- Students
- Community





<http://www.youtube.com/watch?v=ZQ2oG0YJ7zk>



# Principal's Email/Givebacks Email

- PTA News
- Recognition
- Upcoming events
- Link to website or digital newsletter





# Social Media

- Follow bylaws for setting up accounts
- Facebook and Instagram
- Get more followers!
- Post regularly
- Consistent branding



# Message Buckets



Programs



Events



Membership



Advocacy



Engagement



Volunteer  
Recognition

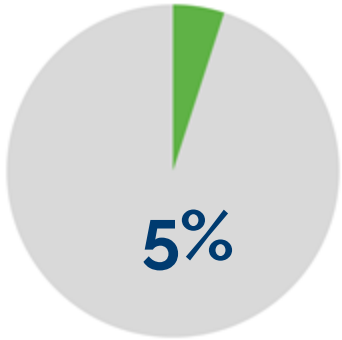


# Engaging Content

- Videos
- Pictures
- Fun
- Inspirational

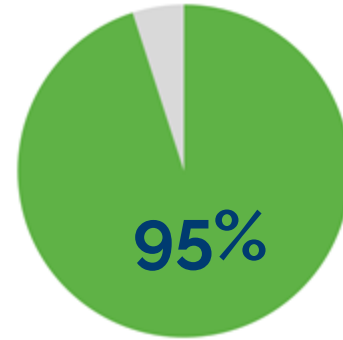


# How to Boost Facebook Posts



Less than  
10 comments

*What percentage  
of your audience  
will see your post?*



10 comments  
in the 1st hour

# Other Tools

- A-Frame Signs During Pick-Up/Drop-Off
- Paper Flyers
- Other Ideas?





<http://www.youtube.com/watch?v=M5f41ewPRHk>



# CONNECT WITH US ON SOCIAL MEDIA



FACEBOOK

- Utah PTA
- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Utah PTA Teachers

# CONNECT WITH US ON SOCIAL MEDIA



INSTAGRAM - @UtahPTA



X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice





# THANK YOU TO OUR SPONSORS!

