Welcome to 2025 Leadership Convention

This session will begin soon

PTA Digital Media Power Hour

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Utah PTA LEADERSHIP CONVENTION CELEBRATING 100 YEARS 1925 2025

Digital Media Power Hour

Leveraging digital media to strengthen your PTA.
Learn how to effectively use platforms like Facebook, Instagram, Twitter, TikTok, Pinterest, YouTube, and podcasting to engage parents, promote school events, and build a vibrant community.
Discover tips and tricks to create compelling content, manage your online presence, and measure your impact. Whether you're a digital media novice or a seasoned pro, this workshop is for you.

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Overview

Wide demographic reach

Visual Storytelling

Quick “Now” updates & announcements

Engaging & Entertaining Content

Creating a library of valuable resources

Sharing in-depth information and discussions

Sharing visual resources and ideas

Using A.I.

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Strengths:

- Wide demographic reach.
- Event promotion and organization.
- Group discussions and community building.
- Sharing detailed information.

Effective Use:

- Create a dedicated PTA page or group.
- Share event details, meeting agendas, and school updates.
- Use photos and videos to highlight PTA activities.
- Encourage discussion through polls and questions.
- Create Facebook events for PTA functions.
- Create private groups for secure communications.

Facebook Algorithm (Meta AI)

Inventory: Facebook starts by looking at all the content that *could* be shown to a user.

Signals: Timing of the post, identity of the poster, level of interaction of the 'poster' and the user, type of content (photo or video).

Predictions: Based on these signals, Facebook makes predictions about how likely a user is to interact with a given post.

Relevance: Facebook assigns a "relevance score" to each post. The posts with the highest scores are the ones that appear at the top of a user's feed.

Key Takeaway: The algorithm prioritizes content that it thinks you'll want to see, based on your past behavior and the behavior of other users. They really want you to stay on the platform and interact with what you see.

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Strengths:

- Visual storytelling.
- Engaging younger audiences.
- Highlighting school spirit and events.

Effective Use:

- Share high-quality photos and videos of PTA events.
- Use Instagram Stories for real-time updates and behind-the-scenes glimpses.
- Utilize relevant hashtags to increase visibility.
- Create visually appealing graphics and announcements.
- Showcase student and volunteer work.

Instagram Algorithm (Meta AI)

Activity: Post interaction

Information: Timing of the post, popularity of the post

About the poster: How often do *you* interact with this account?

Relevance: How likely will people find interest in this post?

Key Takeaway: Instagram aims to show you content that is both relevant to your interests and engaging. It also considers your relationship with the content creator.

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Strengths:

- Quick updates and announcements.
- Sharing links to important information.
- Engaging with local community and organizations.

Effective Use:

- Share brief updates on PTA activities and events.
- Retweet important school or community information.
- Use relevant hashtags to reach a wider audience.
- Share links to PTA resources and articles.

X Algorithm

Relevance: Accounts you follow, topics you interact with, past activity

Recency: Newer tweets are prioritized as X aims to show what is happening *Now*.

Engagement: Tweets with lots of likes, retweets, and replies are more likely to be shown to a wider audience.

Media: Tweets with images and videos tend to perform better.

Key Takeaway: X's algorithm attempts to balance showing you timely content with content that is relevant to your specific interests, even if it's from someone you don't follow.

National PTA - TikTok

Strengths:

- Reaching younger parents and students.
- Creating engaging and entertaining content.
- Highlighting school spirit and creativity.

Effective Use:

- Create short, engaging videos of PTA events and activities.
- Use trending sounds and challenges to increase visibility.
- Showcase student talent and creativity.
- Keep content light and fun.

TikTok Algorithm

User Interactions: This is HUGE. TikTok pays close attention to:

- How long your video is watched
- The likes, shares and comments

Video information:

- Hashtags
- Sounds
- Captions

Key Takeaway: TikTok's algorithm is all about getting you hooked. It prioritizes showing you videos that you're likely to watch all the way through and engage with. It's incredibly effective at figuring out what you like, even if you don't explicitly tell it.

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Strengths:

- Sharing video content and tutorials.
- Highlighting PTA events and activities.
- Creating a library of valuable resources.

Effective Use:

- Upload videos of PTA events, meetings, and presentations.
- Create tutorials on PTA resources and tools.
- Share student performances and school highlights.
- Create playlists of videos relating to certain topics.

Youtube Algorithm

YouTube's algorithm is geared towards keeping viewers on the platform and maximizing watch time.

Watch Time: This is a critical metric. YouTube wants to show you videos that you'll watch for a long time.

Audience retention: How much of a video do people typically watch? Videos with high retention rates are favored.

Engagement: Likes, dislikes, comments, and shares are all considered.

Key Takeaway: YouTube's algorithm is all about keeping you entertained and engaged. It prioritizes videos that are high-quality, relevant, and that people watch for extended periods.

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Strengths:

- Sharing in-depth information and discussions.
- Reaching parents on the go.
- Building a sense of community and connection.

Effective Use:

- Create podcasts on relevant topics, such as parenting tips, school news, and PTA initiatives.
- Interview school officials, teachers, and parents.
- Share stories and experiences from the school community.
- Make podcasts easy to access.

Utah PTA Your voice matters
PULSE PODCAST
Join the conversation, change a life

Podcast Algorithm

Podcasting is a bit different because it relies on distribution through podcast apps (like Apple Podcasts, Spotify, etc.). Each app has its own algorithm, but some common factors include:

Keywords: Like search engines, podcast apps use keywords in your podcast title, description, and episode titles to help people find your show.

New subscriptions: A sudden increase in subscribers can boost your podcast's visibility.

Ratings & Reviews: Positive ratings and reviews can help your podcast rank higher in search results.

Freshness: Consistent and regular uploads.

Key Takeaway: For podcasts, it's important to optimize your show for search within podcast apps and to create a high-quality listening experience that encourages subscriptions and positive reviews.

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Strengths:

- Sharing visual resources and ideas.
- Organizing information and inspiration.
- Promoting DIY projects and event planning.

Effective Use:

- Create boards with PTA resources, event ideas, and fundraising tips.
- Share visually appealing graphics and infographics.
- Pin links to relevant articles and websites.
- Organize boards relating to school events, or educational resources.

Pinterest Algorithm

Relevance: Relevant pins to your interests and searches

- Keywords
- Content
- Boards

Pin Quality: High-quality pins with compelling visuals and detailed descriptions are favored

Board relevance: Pins are more likely to be shown if they're saved to a board that's relevant to the pin's content

Key Takeaway: Pinterest's algorithm is a mix of search engine and social media algorithm. It focuses on showing you visually appealing and informative pins that match your interests and search queries

Gemini
Google

ChatGPT

Meta

Microsoft
COPILOT

ANTHROP\C

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Regular Post

Utah PTA is excited to announce our upcoming events! Join us for our annual conference on May 7th and learn how to make a difference in your child's education. We'll have amazing speakers, workshops, and networking opportunities. Mark your calendars and we'll see you there! #UtahPTA #AnnualConference"

AI Assisted Post

Get ready to empower your child's education! Utah PTA's annual conference is just around the corner! Join us on May 7th for an unforgettable day of:

- Inspiring keynote speakers who'll share their expertise on education advocacy
- Interactive workshops where you'll learn hands-on strategies to support your child's success
- Networking opportunities with fellow parents, educators, and advocates

Plus, enjoy our exclusive #UtahPTA member benefits and take advantage of our limited-time discounts on conference registration! Don't miss out on this chance to make a difference in your child's education. Register now and join the conversation using #UtahPTAAnnualConference"

Prompts to AI (used Meta AI)

Write a facebook post with the following information [insert “regular post”].

Regular Post

Utah PTA is excited to announce our upcoming events! Join us for our annual conference on May 7th and learn how to make a difference in your child's education. We'll have amazing speakers, workshops, and networking opportunities. Mark your calendars and we'll see you there! #UtahPTA #AnnualConference"

AI Assisted Post

📣 Exciting News from Utah PTA! 📣

Mark your calendars! We're thrilled to announce our upcoming Annual Conference on May 7th. Join us to learn how YOU can make a real difference in your child's education.

Get ready for amazing speakers, insightful workshops, and valuable networking opportunities. We can't wait to connect with you!

🗓️ Save the Date: May 7th 🔗 Stay tuned for registration details! (Consider adding a link in your bio soon) #UtahPTA #AnnualConference #ParentEngagement #EducationMatters #UtahEvents #MakeADifference

Prompts to AI (Used Gemini)

Write an Instagram post with the following information [insert “regular post”].

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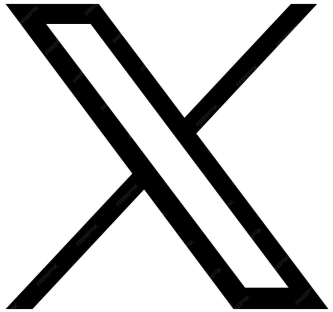

Regular Post

Utah PTA is excited to announce our upcoming events! Join us for our annual conference on May 7th and learn how to make a difference in your child's education. We'll have amazing speakers, workshops, and networking opportunities. Mark your calendars and we'll see you there! #UtahPTA #AnnualConference"

AI Assisted Post

🎉 PARENTS! Ready to supercharge your child's education? Join us May 7th for the Utah PTA Annual Conference! 🌟

Incredible speakers, game-changing workshops, and connect with other passionate parents! Don't miss this chance to make a REAL difference!

Mark your calendars NOW! ✏️🗓️ #UtahPTA #AnnualConference

Prompts to AI (Used Anthropic “Claude”)

Write an exciting twitter post with the following information [insert “regular post”].

Note: I previously prompted it “Write a twitter post with the following information [insert “regular post”]. It didn’t change any of the regular post, it just wrote it the same. Sometimes you need to be specific with AI

Regular Post

Utah PTA is excited to announce our upcoming events! Join us for our annual conference on May 7th and learn how to make a difference in your child's education. We'll have amazing speakers, workshops, and networking opportunities. Mark your calendars and we'll see you there! #UtahPTA #AnnualConference"

AI Assisted Post

🎉 **Exciting News from Utah PTA!** 🎉

We're thrilled to announce our **Annual Conference** on **May 7th**! 📅✨

This is YOUR chance to make a real difference in your child's education! 🌟 Join us for: 🎤 Amazing speakers 🧠 Inspiring workshops 🤝 Networking with fellow educators and parents

You won't want to miss this! Mark your calendars and we'll see you there! 👏 #UtahPTA #AnnualConference #MakeADifference #ParentPower #EducationMatters

Prompts to AI (Used ChatGPT)

Write a TikTok post with the following information [insert "regular post"].

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Regular Post

Utah PTA is excited to announce our upcoming events! Join us for our annual conference on May 7th and learn how to make a difference in your child's education. We'll have amazing speakers, workshops, and networking opportunities. Mark your calendars and we'll see you there! #UtahPTA #AnnualConference"

AI Assisted Post

📢 **Join Us for the Utah PTA Annual Conference!** 📢

Utah PTA is thrilled to announce our upcoming **Annual Conference on May 7th!** This is your opportunity to connect, learn, and make a lasting impact on your child's education.

What to expect: 🎤 **Inspiring keynote speakers** 📚 **Insightful workshops** 🤝 **Fantastic networking opportunities**

Mark your calendars and be part of this incredible event. Together, we can empower parents, educators, and communities for a brighter future! See you there!

#UtahPTA #AnnualConference #EducationMatters

Prompts to AI (Used Microsoft Copilot)

Write a youtube description with the following information [insert “regular post”].

Regular Post

Utah PTA is excited to announce our upcoming events! Join us for our annual conference on May 7th and learn how to make a difference in your child's education. We'll have amazing speakers, workshops, and networking opportunities. Mark your calendars and we'll see you there! #UtahPTA #AnnualConference"

AI Assisted Post

Get the inside scoop on all things Utah PTA! In this episode, we're thrilled to announce our upcoming events, with a special focus on our annual conference happening on May 7th. Learn why this is a must-attend event for parents and educators looking to actively shape their child's educational journey. We'll highlight the incredible speakers, engaging workshops, and fantastic networking opportunities awaiting you. Don't miss out on this chance to gain valuable insights and connect with the Utah PTA community. Mark your calendars for May 7th – we'll see you there! #UtahPTA #AnnualConference #ParentEngagement #EducationMatters #UtahEvents

Prompts to AI (Used Google Gemini)

Write a podcast description with the following information [insert “regular post”].

Regular Post

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AI Assisted Post

Empower Your Child's Education at the Utah PTA Annual Conference

Join us on May 7th for a day of inspiration, learning, and networking. Discover how to make a difference in your child's education through engaging workshops, amazing speakers, and valuable resources.

Don't miss this opportunity to connect with other parents and educators who share your passion for student success.

#UtahPTA #AnnualConference #Education #ParentEngagement

Prompts to AI (Used Google Gemini)

Write a Pinterest description with the following information [insert “regular post”].

For some reason Google created an image, which isn’t accurate.

The other AI’s just wrote a post.

Utah PTA Needs You!

Advocacy Committees and Commissions

Legislative Advocacy Committee (LAC)
Community Engagement Commission
Education Commission
Family Life Commission
Health Commission
Safety Commission

Director Committees

Communications Committee - Michael@utahpta.org
Leadership Committee
Membership Committee

Utah PTA Committees

Digital Wellness Committee
Diversity and Inclusivity Committee
Family Engagement Committee
History Committee
Male Engagement Committee
Reflections Committee
Special Needs Committee
Technology Committee
Student Leadership Committee

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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

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Connect with us on social media

INSTAGRAM - @UtahPTA

X - @UtahPTAOneVoice

PINTEREST - Utah PTA

YOUTUBE - Utah PTA One Voice

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