

Communication Basics & Networking

Beyond the Feed:
Strengthening Our Voice Through One-on-One Connection

Michael Williams
Utah PTA Communications Director



Goal

Elevating Our Voice: From Information to Connection

- **Define the "Why":** Shift from posting "what" we do to "why" we do it. Share personal stories and testimonials that humanize the PTA.
- **The Personal Invitation:** Use social media to extend a warm, direct "seat at the table" to every parent, not just a digital flyer.
- **Brand Clarity:** Ensure every post features the **PTA Logo**. Clear branding builds trust and distinguishes our sponsored programs from general school news or events.

2025 Recap - Digital Media Power Hour: Strengthening Your PTA

Facebook: Best for wide reach, event organization, and detailed updates using dedicated pages or groups.

Instagram: Focus on visual storytelling, high-quality photos, and real-time "Stories" to engage younger audiences.

X (Twitter): Ideal for quick announcements, community links, and local organization networking.

TikTok: Use short, fun videos and trending sounds to showcase school spirit and student talent.

Pinterest/YouTube: Create libraries of resources, tutorials, and DIY event inspiration.

Podcasting: Share in-depth discussions and interviews for busy parents on the go.

4 Pillars of Digital Success

- **Consistency:** Post regularly to keep your audience engaged.
- **Engagement:** Respond promptly to all comments and messages.
- **Visuals:** Prioritize high-quality images and videos across all platforms.
- **Targeting:** Tailor your content specifically to each platform's unique audience.

Director of Communications / Media Relations / Social Media BASICS

pta.org/local-leader-kit/communications

PTA Branding: Logo Usage, Use of the PTA Name, Style Guide (PTA BRANDING)

Newsletters

Website (refer to Givebacks website tool)

Social Media: National PTA Social Media Policy (photo/video release), Social Media Tips

Our Children Magazine

Promotion and Media Relations: Marketing Plan

Photography & Videography: Release Forms

Templates, Tools & Resources



Why do you PTA?

Audience - Why do you PTA?

Why do you PTA?

Utah PTA Board Responses

The kids. I love helping them to develop confidence, try new things, be recognized, and grow. But I also do it to help adults get involved, develop leadership skills, and catch the vision of Every Child, One Voice.

Our kids need us, and our teachers need us. Education is crucial for all young people, and our public education system is getting more and more complicated with each passing year. Kids come from more and more complicated homes/backgrounds, and teachers have more and more required of them--often with less and less resources made available to them. As members of the PTA, we can help fill in the gaps--often first by identifying and giving voice to the fact that there are, indeed gaps to be filled.

Elevator Speech

If you could change the life of one child by giving a few hours of your time, would you do it? Reflections does that for children. It builds confidence, teaches them to follow rules, helps them feel heard, teaches them resilience, and sometimes guides them in a career path. Our children need the arts. They need the chance to express themselves and be recognized.

There's a great sense of purpose in helping to educate and inspire children, and an additional sense of purpose in providing support to the teachers who have made it their profession to do so. Being involved with PTA is a way to be in the know with the ins and outs of how your children's schools run, and it's a way to provide parental support for the students whose parents might not be in a position to get involved themselves.

Elevator Speech

Do you have an elevator speech?

Success Stories

State PTA Board Member Responses.

I joined PTA to support PTA, but I got involved because of personal invitations. I got a phone call one year..at that point I had only ever been on the Reflections committee, asking me to be on the board next year. I was scared, but the personal invitation made me feel needed. I agreed and I've never looked back. I've been treasurer, PTA president twice, Reflections chair at a school and council, and the Utah PTA Reflections chair for 8 years. I extend personal invitations for people to join my committee.

I was so excited to join PTA! I attended kindergarten roundup for my oldest child and the then-PTA president spoke to the crowd of parents for a few minutes and let us know of what help us needed and invited us to get involved. They had old school sign up sheets set out on desks in the hallway where we could put our names down for whichever areas we felt interested in helping with.

Combining Social Media with Personal Invitations or real stories

Personal text messages and phone calls; social media posts and invitations. Asking people one by one is ALWAYS more effective than just putting out a general call for "anyone want to help?" - Jennie Taylor

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
- Utah PTA Battle of the Bands

Connect with us on social media

INSTAGRAM - @UtahPTA



X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice



UTAH PTA SPONSORS

