

## **PTSA Webmaster**

The role of webmaster is important, and the work you do this year will help promote your group's activities through an online presence. Your main focus will be to create and maintain a group online site, share club activities on social media, engage with your members online, and use online resources to recruit members. Every group is unique, so make your website fit your group's needs. Meet with your adviser and other officers to determine additional responsibilities for your position.

### **Create a student group online site**

In today's society, your student group will need to have an online presence to help you keep members and other students up to date on your group's activities. If your PTSA doesn't already have some form of online presence, refer to your school's policies or rules prior to creating a website and/or social media accounts for your PTSA.

Your role will be to maintain accurate and up-to-date information on your group's online sites. Share your PTSA's activities on social media. Help recruit members by sharing your group's story through online outlets. Engage with members through your various online sites.

### **Webmaster Duties**

- FOLLOW EVENTS UP WITH ONLINE POSTS.
- UPDATE CALENDAR ON WEBSITE.
- PLAN WEEK'S SOCIAL MEDIA POSTS.
- POST AGENDAS AND MINUTES TO WEBSITE.
- NOTE TO SELF CREATE A SCHEDULE OF POSTS.
- CREATE A LIST OF ALL USERNAMES AND PASSWORDS.
- UPDATE LIST OF OFFICERS ON WEBSITE AND THEIR CONTACT INFORMATION.
- ASSIST IN TRAINING THE WEBMASTER-ELECT.
- UPDATE ANY RESOURCES PROVIDED ON YOUR GROUP'S WEBSITE.
- REVIEW DATA/ANALYTICS ABOUT POSTS.
- ADJUST SOCIAL MEDIA AND WEBSITE POSTS BASED ON DATA.
- REVIEW OTHER PTSA SOCIAL MEDIA POSTS (Such as Utah PTA Super Secondary Facebook page) FOR OTHER IDEAS.
- PUBLISH MONTHLY BLOG ON WEBSITE.
- FOLLOW UP ON POSTS OR OUTREACH THAT NEED ATTENTION.

## **Social Media**

Effective online sites contain calendars, meeting agendas, past meeting agendas, newsletters, photo galleries and a place for other students to connect with your group.

Facebook, Twitter, Instagram, Pinterest, Snapchat, TikTok ... the list goes on. Today's students are more connected than ever, and they are getting more information from these social media sources than from traditional news outlets. Below are some tips about social media and its use.

- When to post – Make sure your content is timely. Don't post about events that happened two months prior. However, it can be fun to post about events that happened the year before. For example, if your club is promoting your annual Battle of the Bands, post pictures of last year's event to get people excited.
- What to post – Each social media platform is a little different regarding what is best to post. Below are some tips for Facebook, Twitter and Instagram.

### **Twitter**

- Create a hashtag specific to your group for members to use
- Share event reminders, as they can be retweeted
- Connect directly with members
- DON'T tweet about inside jokes

### **Instagram**

- Post meeting and event reminders in a fun and attractive way
- Use your group's hashtag
- Showcase your members, service projects & events
- DON'T post "questionable" photos

### **Facebook**

- Highlight members
- Create events and invite friends
- Share photos, text and video
- Create a private group for board members to talk
- Try to get 10 student members to comment on posts within the first hour of posting (this will improve the chances of the post being seen by the majority of those following your page)

## **Tips for all social media accounts**

- DON'T share irrelevant information that doesn't benefit the group
- Who to follow – It's really up to you to decide who your account follows. Try not to let the number of people you follow heavily outweigh the number of followers you have because that might indicate to potential followers that you aren't worth following. When following people, engage with content that is relevant to PTSA.
- Don't randomly like pictures of Joe's cat. That's creepy. (Unless the cat is at a shelter where your PTSA is volunteering.)
- Public vs. private accounts – Your group always has the option to make your Twitter or Instagram accounts private, but unless your school has certain rules about club accounts, it's best if they are kept public. When your accounts are public, it allows more people to see the amazing projects you are working on. However, if you have accounts for your officers to keep in touch with each other it's best for them to use a private group.
- Photo releases – It is best to have your members' parents sign a photo release once a year. You can find a generic PTSA photo release at [utahpta.org/student-leadership](http://utahpta.org/student-leadership)
- Grammar – Use proper grammar, spelling and punctuation when possible. Twitter is the only place where it is more acceptable to make exceptions when trying to fit a lot in one tweet.
- Venting – Do not use social media as a place to call out members or to complain about an event. Always post positive messages. Remember to T.H.I.N.K. T – truthful H – helpful I – inspiring N – nice or necessary K – kind
- Announcements – Although social media is immediate, do not rely on it for important announcements. It can be a supplemental tool, but cannot replace all other channels.
- Tagging – Social media works through connections and relationships. When possible, tag the people in photos, the organizations being served, your school, and anyone else connected to the post so they can share the information.
- Schedule posts – Many social media sites or host sites will allow you to schedule posts in advance. Using these services can allow you to post even when you personally may not be available to post. Be aware of the content you are scheduling in case something happens that no longer makes those posts applicable or appropriate.

**Guidelines for social media responses:** Be cautious when responding to controversial posts. Don't respond when someone has made an angry post or inappropriate comment about your PTSA or a member of your group. Give thoughtful consideration to responding to negative posts based on incorrect information and to posts expressing general unhappiness. Also be sure to talk with your advisor about them.

### **Utah PTA PTSA campaigns**

Get your group involved in PTSA social media campaigns together with Utah PTA. By using the following hashtags, you'll be able to see what PTSAs around the state are doing and you might inspire other groups by posting the projects your group is working on.

#UtahPTABattleoftheBands

#PTSAStudentLeadership

#UtahPTAReflections

#SafeDrivingMonth

#UtahPTSA DayattheCapitol

#HealthyRelationshipsMonth

#PTSAService

#PTSA

### **Tips for Using Hashtags (from Twitter)**

- You cannot add spaces or punctuation in a hashtag. It will not #UtahPTAReflectionsproperly if you do.
- If you tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your tweet.
- We recommend using no more than two hashtags per tweet as best practice, but you may use as many hashtags in a tweet as you like.
- Type a hashtagged keyword in the search bar to discover content based on your interests (and to find out if your selected hashtag is already being used).

\*This Webmaster Guide has been created using the Key Club Webmaster Guide as a template. Refer to [keyclub.org](http://keyclub.org) for more information.