**Tips and Sample Language for Effective Messaging**

**Tips for Posting on** **Social Media**

**Engage your fans.** When you’re promoting your service project, it might be tempting to only post key information and move on. But if you want readers to really notice your message, it’s important to craft a catchy, conversational post. Use bright colors, catchy graphics and engaging imagery to keep people’s interest and attention. By asking questions, soliciting feedback, posting pictures and asking your readers to share your post, you are far more likely to get friends excited for your PTA Day of Service!

**Share the right information.** When you craft your message, take the time to reflect on all the information you need to cover. Whether it’s for Facebook, Twitter or Instagram, be as concise as possible with the who, what, when, where and why, keeping in mind that most readers won’t read lengthy paragraphs of text.

**Utilize hashtags and links.** Make sure you tag @NationalPTA on Twitter or Instagram and *National Parent Teacher Association* on Facebook. Then, use our official hashtags #PTAProud and #HowWePTA in your social media messaging. It’s helpful to add a link with your social media messaging that will redirect users to your school website, a news article or blog.

**Sample Facebook and Instagram Posts**

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| **Promote Your PTA Day of Service** | [Your school’s name] is celebrating PTA Day of Service! Help build stronger partnerships among families, schools and communities while at the same time making a difference in our community. Join us on [Insert day, time] for activities on [Insert type of activity].  PTA Day of Service, [Insert date], is a great way to be involved with your school’s PTA and your community! Join us for PTA Day of Service activities and help us make a difference in our community. #PTAProud #HowWePTA  [Insert day] kicks off @NationalPTA Day of Service at [Your school’s name]! Join us at [Insert time] for a day of service in our community (or use language specific to your event)!  Support our community by joining us for PTA Day of Service on [Insert date] at [Insert time]. We will [Insert short project description] and together make a difference for children and families.  Special guest speaker [Insert Name and tag] will be joining our PTA Day of Service project on [Insert day] at [Insert time] at [Insert Your school’s name] for a [Insert topics to be covered by guest speaker]!  [Insert day] kicks off @NationalPTA Day of Service at [Your school’s name]! Join us at [Insert time] for a meaningful day of service in our community.  We are celebrating PTA Day of Service, [Insert date]! Join us for [Insert service project activities] while connecting with others in our community. #PTAProud  @National PTA Day of Service kicks off on [Insert date] at [Insert time]. Be there to support our community! #PTAProud |
| **Solicit Volunteers** | Do you get excited about empowering [Your PTA’s name] students for future success? We are currently looking for volunteers for PTA Day of Service project on [Insert day, time]. Send us a message or email for more information! |
| **Recap the Event** | Thanks to all who joined us for [Your school’s name]’s PTA Day of Service project! Our community is stronger because of your support! View highlights in the PTA Day of Service photo album: [Link to photos].  Thanks to all who joined us for [Your PTA’s name]’s PTA Day of Service project. Together we are inspiring and empowering our students to reach for the stars! |

**General Messaging**

Morning Announcements

1. **Announcement two weeks out:** Remember PTA Day of Service project is just two weeks away! We can’t wait to see you there!
2. **Announcement one week out:** In celebration of PTA’s 125th anniversary, join us [Insert day, time] for our PTA Day of Service as the community comes together to [Insert service project description].
3. **Announcement day before:** Don’t forget our PTA Day of Service is tomorrow at [Time]. Come [Insert project activity]. See you there!
4. **Announcement day of:** Today is the day! We can’t wait to see you and your families at our PTA Day of Service today at [Time].