



## SAMPLE SOCIAL MEDIA MESSAGING

### SHORT SUMMARY OF EVENT (“ELEVATOR PITCH”)

Join [your PTA's name] for our PTA Healthy Minds 101 program on [insert day, time] where your family will explore ways to strengthen your mental health through informational materials and engaging activities. You will learn how to create a Family Action Plan and get tips for how to integrate positive mental health actions into your daily routines. **Let's come together to make addressing mental health easier and less intimidating! Be sure to register first at [link].**

### SAMPLE MESSAGING FOR INSTAGRAM, FACEBOOK AND TWITTER

#### *Announcement & Invites*

- Students and families! Please join us on \_\_\_\_\_ at \_\_\_\_\_ for an interactive and engaging time exploring mental health. We hope you'll join us for family activities! Register here [link].
- Prioritize mental health with [your PTA's name] by participating in family-centered activities focused on making talking about mental health easier on \_\_\_\_\_ at \_\_\_\_\_. Register here [link].
- Don't forget! Only [insert number of weeks or days until event] until our Healthy Minds 101 event on \_\_\_\_\_ at \_\_\_\_\_. Register here [link].

#### *Soliciting Volunteers*

- Does empowering [your school's name] students and families to build healthy minds interest you? We are currently looking for volunteers for our Healthy Minds 101 program on [insert date, time]. Send us a message for more information!

#### *Recapping the Event*

- Thanks to all who joined us for [your PTA's name]'s [virtual/in-person] Healthy Minds 101 event. Together we are inspiring and empowering our students to talk about mental health and build healthy minds!

### TIPS FOR POSTING ON SOCIAL MEDIA

- Tag! Make sure to tag @NationalPTA and use our official hashtags #HowWePTA and/or #PTAProud in all your tweets. And don't forget to have people tag your PTA when they post about the event.
- Pictures! Always include a picture with your promotion, and post pictures of the event.
- Share! Ask your audience to share your posts and create their own posts. Also, ask your school and affiliated groups to do the same.