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.