**Sample Promotional Messaging: Build Up and Belong**

**Real-Time Program**

**Tips for Effective Messaging**

**Engage your fans.** When you’re promoting an event, it can be tempting to only post key information. But, if you want readers to really notice your message, it’s important to craft a catchy, conversational post. Also use bright colors, enticing 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 everyone excited about your digital safety event.

**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 or Instagram, be as concise as possible with the who, what, when, where and why. Keep in mind that most readers won’t read lengthy paragraphs of text. Best practice is to keep posts to a minimum of 140 characters.

**Use hashtags and links.** Make sure you tag [@NationalPTA](https://twitter.com/NationalPTA) on Twitter or Instagram and [National Parent Teacher Association](https://www.facebook.com/ParentTeacherAssociation/) on Facebook and use our official hashtags **#HowWePTA** and **#PTAProud** in your social media messaging. It’s also helpful to add a link that directs users to a webpage for more information. You can insert a link with your social media messaging that will direct users to your PTA website, a news article or blog. And be sure to link to your online registration.

**Sample Social Media and E-newsletter Posts**

Social media and e-newsletters are great ways to promote your ***Build Up and Belong*** program.

* Do you want to open the lines of communication about technology in your family? Join [Insert PTA Name] on [Insert date] at [Insert time and location] to learn how during the ***PTA Connected: Build Up and Belong*** session. Register here [link]. #PTAProud @NationalPTA #HowWePTA
* Teens and parents think they have very different experiences using technology, but they often face the same challenges. Come talk with other parents and teens about navigating online ups and downs during [Insert PTA Name]’s ***Build Up and Belong*** program on [Insert date] at [Insert time and location.] Register here [link]. #PTAProud @NationalPTA #HowWePTA
* We all lean on technology as a relationship tool. Learn how to create positive relationships online during the ***PTA Connected: Build Up and Belong*** session on [Insert date] at [Insert time and location.] Register here [link]. #PTAProud @NationalPTA #HowWePTA
* It is up to each of us to create a welcoming and accepting environment for everyone we interact with online. Explore how to use technology to build belonging during the [Insert PTA Name] ***Build Up and Belong*** session on [Insert date] at [Insert time and location.] Register here [link]. #PTAProud @NationalPTA #HowWePTA

**Helpful Links**

* PTA.org/Connected (National PTA’s *Digital Safety* initiative)