**Sample Promotional Messaging: Self-Paced Smart Talk Family Program**

**Tips for Effective Posting on Social Media**

**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, keeping 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 on Twitter or Instagram and [National Parent Teacher Association](https://www.facebook.com/ParentTeacherAssociation/) on Facebook. Then, use our official hashtag **#TheSmartTalk** in your social media messaging. You can also include **#HowWePTA** and **#PTAProud**. It’s 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 make sure you link to your online registration.

**Sample Posts**

* The self-paced Smart Talk family program helps families improve digital safety knowledge and establish technology rules at a time that works best for you. Start talking today: [Insert link to self-paced module]. @NationalPTA #TheSmartTalk #PTAProud #HowWePTA
* Are your kids using devices? Empower your kid to make smarter online decisions by doing the Smart Talk family program together. Do this at your own pace from the comfort of home. Start talking today: [Insert link to self-paced module]. @NationalPTA #TheSmartTalk #PTAProud #HowWePTA
* We know life is busy. We want to meet you where you are. [Insert PTA Name] is offering a self-paced Smart Talk family program to help families establish agreed-upon digital safety rules at a time and place that works best for you. Start talking today: [Insert link to self-paced module]. @NationalPTA #TheSmartTalk #PTAProud #HowWePTA

**Helpful Links**

* PTA.org/Connected (National PTA’s *Digital Safety* initiative)
* [TheSmartTalk.org](http://www.thesmarttalk.org/) (The Smart Talk tool)

**Sample E-newsletter Posts**

E-newsletters are a great way to promote The Smart Talk self-paced program for families.

* + Even though kids seem to know more these day about technology than parents, setting rules for online behavior is still important. [insert PTA name]’s self-paced Smart Talk family program gives families the flexibility to have important digital safety conversations and set up technology rules at a time and place that works best for you. Start talking today: [Insert link to self-paced module].
  + Raising children in the age of smartphones and social media brings new challenges and concerns for all families. [insert PTA name]’s self-paced Smart Talk family program will help your family get on the same page about digital safety, online behavior and technology use at a time and place that works best for you. Start talking today: [Insert link to self-paced module].
  + Have you ever wanted to talk to your kids about using digital devices responsibly and didn’t know where to start? [insert PTA name]’s self-paced Smart Talk family program will help your family open up the lines of communication at a time and place that works best for you. Start talking today: [Insert link to self-paced module].