**Sample Promotional Messaging: Real-Time Smart Talk 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**

* What you think your kids are doing online may not always be what’s happening. Join [Insert PTA Name] virtually on [Insert date] at [Insert time and location] to learn how to establish an open conversation with your kids about digital safety and respect. Register here [link]. @NationalPTA #TheSmartTalk #PTAProud #HowWePTA
* Join [Insert PTA Name] on [Insert date] at [Insert time and location] to learn how you can empower your kid to make smarter online decisions. Register here [link]. #TheSmartTalk #PTAProud @NationalPTA #HowWePTA
* Feeling like your kid knows more about technology than you do? Join [Insert PTA Name] on [Insert date] at [Insert time and location] to learn how you can create technology rules together. Register here [link]. #TheSmartTalk #PTAProud @NationalPTA #HowWePTA

**Helpful Links**

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

**Sample E-newsletter Posts**

E-newsletters are a great way to promote your Smart Talk family programs.

* + Even though kids seem to know more these day about technology than parents, setting rules for online behavior is still important. Come to [insert PTA name]’s Smart Talk family program on [Insert date] at [Insert time and location] and learn how to create your family’s digital safety rules. Register today [insert link].
  + Raising children in the age of smartphones and social media brings new challenges and concerns for all families. Come to [insert PTA name]’s Smart Talk family program on [Insert date] at [Insert time and location] and get your family on the same page about digital safety, online behavior, and technology use. Register today [insert link].
  + Have you ever wanted to talk to your kids about using digital devices responsibly and didn’t know where to start? Come to [insert PTA name]’s Smart Talk family program on [Insert date] at [Insert time and location] and learn how to open up the lines of communication in your family. Register today [insert link].