**Sample Promotional Messaging: Create with Kindness Self-Paced 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](https://twitter.com/NationalPTA) on Twitter or Instagram and [National Parent Teacher Association](https://www.facebook.com/ParentTeacherAssociation/) on Facebook. Then, use our official hashtag **#PTAConnectedTikTok** 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 be sure to link to your online registration.

**Sample Posts**

* Kindness is contagious! The self-paced ***Create with Kindness*** program teaches teenagers and adults how to use apps to spread joy at a time that works for you. Get inspired today: [insert link to self-paced module]. #PTAProud @NationalPTA #HowWePTA
  + Curious what your teenager is doing online? The self-paced ***Create with Kindness*** program helps adults and teenagers talk about technology from the comfort of home. Start talking today [insert link to self-paced module]. #PTAProud @NationalPTA #HowWePTA
* We know life is busy. Let us meet you where you are. The self-paced ***Create with Kindness*** program helps teenagers and adults establish agreed upon technology rules at a time and place that works best for you. Start talking today: [Insert link to self-paced module]. #PTAProud @NationalPTA #HowWePTA

**Sample E-newsletter Posts**

E-newsletters are a great way to promote your ***Create with Kindness*** program.

* + These days teenagers seem to know more than adults about being online, but they still need guardrails to keep them safe. [insert PTA name]’s self-paced ***Create with Kindness*** program gives families the flexibility to get on the same page about your technology rules at a time and place that works best for you. Start talking today: [insert link to self-paced module].
  + Apps can be used to spread happiness and joy, make people feel good, spark hope and create a kindness domino effect. [insert PTA name]’s self-paced ***Create with Kindness*** program will inspire adults and teenagers to use online platforms to spread positivity from the comfort of home. Get inspired today: [insert link to self-paced module].
  + Teenagers want, need and value support from a trusted adult in their lives as they navigate their online experiences. [insert PTA name]’s self-paced ***Create with Kindness*** program will teach you the best ways to support your teen at a time and place that works for you. Learn how today: [insert link to self-paced module].

**Helpful Links**

* PTA.org/Connected (National PTA’s *Digital Safety* initiative)
* [**TikTok Guide for Parents**](https://www.pta.org/docs/default-source/files/programs/pta-connected/tiktok-toolkit-2019-2020/tiktok-guide-for-parents-revised.pdf)