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 and move on. But if you want readers to really notice your message, it's important to craft a catchy, conversational post. Also use bright colors, catchy 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 for 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 at a minimum of 140 characters.

Use hashtags and links. Make sure you tag @NationalPTA on Twitter or Instagram and National Parent Teacher Association on Facebook. Then, use our official hashtag **#TheSmartTalk** in your social media messaging. You can also include **#PTAProud** and **#SID2020** for Safer Internet Day. 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.

Sample Posts

What you hope your kids are doing online isn't always what they're doing. Join [Insert PTA Name] on [Insert date] at [Insert time and location] to learn how to establish an open conversation with your kids about digital safety. @NationalPTA #TheSmartTalk #PTAProud
Kids using smartphones? 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. #TheSmartTalk #PTAProud @NationalPTA
Sometimes it's in one ear, and out the other when you talk to your kids. Join [Insert PTA Name] on [Insert date] at [Insert time and location] to learn how you can establish digital safety rules with your kid that they will remember. #TheSmartTalk #PTAProud @NationalPTA
Join [Insert PTA Name] on [Insert date] at [Insert time and location] to celebrate Safer Internet Day 2020 and learn how you can prepare your kid to make smart online decisions with their smart devices. #TheSmartTalk #PTAProud #SID2020 @NationalPTA

Helpful Links:

- PTA.org/Connected (National PTA's *Digital Safety* initiative)
- TheSmartTalk.org (The Smart Talk tool)

Sample E-newsletter Posts:

- The majority of children receive their first smart phone between the ages of eight and 12. That means managing kids and their devices has become more of a juggling act than ever for parents. The Smart Talk is a free, online tool for families that helps parents have clear conversations with their children about using technology in order to agree on ground rules together. Visit TheSmartTalk.org to get started.

- We want our children to learn and have fun through technology, and at the same time, stay safe. The Smart Talk provides an interactive experience that guides kids and parents through a series of questions and conversations about topics such as safety, privacy, screen time, social media, texting and cameras. After agreeing on healthy limits together, a personalized, official family agreement can be stored on the computer or printed and posted at home. Visit TheSmartTalk.org to get started.

- With so many kids receiving new smartphones and tablets for holiday presents, it's important for us to set some smart ground rules for technology use. **Let's kick off the New Year right by having The Smart Talk today.** Visit TheSmartTalk.org to get started.

- Raising children in the age of smartphones and social media brings new challenges and concerns for all families. The Smart Talk is an online contract that promotes safer and more responsible use of online technology and mobile phones. Visit TheSmartTalk.org to get started.

- Parents: have you ever wanted to talk to your kids about using digital devices responsibly and didn't know where to start? The Smart Talk helps through the conversation. Start talking today and get your whole family on the same page. Visit TheSmartTalk.org for more information.

- The Smart Talk is an online contract that gets parents and kids together for a conversation about being responsible with new technology. Put your internet rules in writing today! Visit TheSmartTalk.org to get started.

- The Smart Talk helps families and kids talk about using digital devices responsibly and decide a few important questions together, like: What are they allowed to post on social media? What should their privacy settings be and what apps can they download? How much screen time is ok? Once those questions have been answered, a custom agreement is created, which can be printed and signed so that all of the ground rules are easily remembered by everyone. Visit TheSmartTalk.org to get started.