Social Media Tips and Messages

Tips for Effective Posting on Facebook

• Craft a catchy, conversational post. Use bright colors and graphics 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 more families excited about STEM!

• Be as concise as possible, keeping in mind that most readers won’t read lengthy text. Best practice is to keep posts in the 190-250 character range, even shorter, if you can.

• Ask your school and affiliated groups to re-post your original Facebook message.

Tips for Posting on Twitter

• If you’re on Twitter regularly, you probably already know that you are limited to 140 characters per tweet so be thoughtful in your messages.

• Make sure to tag @NationalPTA and our official hashtags #PTA4STEM and/or #PTAProud in all your tweets.

Sample Facebook Posts

<table>
<thead>
<tr>
<th>Announce Your School’s Stem + Families Event [Include logo]</th>
<th>Students and their families will get together to play games, have fun and explore STEM careers on {insert day, time} at the {your school’s name} STEM + Families Night. Join us!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solicit Volunteers [Include logo or a cute “help wanted” or “volunteers needed” graphic]</td>
<td>Do you get excited about empowering {your school’s name} students for future success? We are currently looking for volunteers for our Stem + Families event. Send us a Facebook message if you’d like more information!</td>
</tr>
</tbody>
</table>
Recap the Event
[Include a collage or album of photos from the event]

Thanks to all who joined us for {your school’s name}’s STEM + Families Night. Together we are inspiring and empowering our students to reach for the stars!

Sample Tweets

- .@NationalPTA {Your school’s name} is hosting a STEM + Families event on {insert date} at {insert time}.
- Did you know? STEM careers are growing faster than all other fields. #PTA4STEM
- Did you know? Many STEM careers don’t require four-year degrees. #PTA4STEM
- Did you know? Kids who love LEGOs, video games, or catching bugs are all good candidates for future STEM careers. #PTA4STEM
- Parents play a critical role in our students’ career choices. Let’s help them choose wisely. #PTA4STEM
- All students deserve access to high-quality STEM education opportunities. #PTA4stem
- You don’t have to be a rocket scientist to help your child get on the path to a rewarding STEM career. #PTA4stem

Helpful Links to Share

- PTA.org/STEM
- Instagram.com/NationalPTA
- Facebook.com/ParentTeacherAssociation
- Twitter.com/NationalPTA
- Your PTA website
- Your state PTA website