

## Module 5: Social Media



### GOALS

By the end of this module, participants should be able to understand:

- Today's social media outlets and their potential and power in an issue campaign.
- How to use social media to increase PTA awareness and exposure.
- Best practices in using the most popular social media outlets.
- Tools to build an effective social media campaign.



### TIME

**Total: 60 minutes**

- Presentation: 30 minutes
- Exercise: 20 minutes
- Debrief: 10 minutes



### OVERVIEW

This session requires trainers to have a working knowledge of social media. They must also be able to lead discussion about why people participate in social media and how it applies to the issue at hand. This session will educate activists on best practices and ideas for effective social media campaigns.



### MATERIALS NEEDED

- Easel paper (five sheets per small group)
- Masking tape
- Dark markers
- PowerPoint presentation
- Prepared examples of highly effective advocates on social media, such as celebrities, politicians, musicians, pop-icons, etc.



### HANDOUTS

- PowerPoint Printout
- Social Media Tipsheets



## EQUIPMENT NEEDED

- Easel/flipchart
- If you have elected to develop your own PowerPoint presentation to suit your specific training audience for this module, you will need:
  - Computer with PowerPoint software
  - LCD projector
  - All cords and cable needed to connect computer with LCD projector, and extension cord to connect computer and LCD projector with electrical outlet
  - AV stand or tab (if you will be using PowerPoint in this module)
  - Portable speakers for videos



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## Introduction

### WELCOME TO MODULE 5: SOCIAL MEDIA



#### SAY

By the end of this module, you should understand the following concepts:

- Today's social media outlets and their potential and power in an issue campaign.
- How to use social media to increase PTA awareness and exposure.
- Best practices in using the more popular social media outlets.

This training assumes that you have a basic understanding of social media, including proper terminology, how to set up an account, and how to use the basic functions of each platform.

### I. SOCIAL MEDIA OUTLETS AND STATISTICS



#### SAY

Before discussing how to use social media, let's take a brief look at how social media is currently used in the U.S. and around the world.



#### INSTRUCTOR NOTE

This section accomplishes two objectives:

1. It lets participants know that social media is for everyone, everywhere—not just teenagers. Point out that people age 50+ are the fastest growing demographic on Twitter. Social media is a viable means of communication for everyone and heavily used throughout the world.
2. It conveys to participants that the world of social media is huge and it is imperative to use these platforms to reach more people as part of their advocacy campaigns.



#### ASK

How many of you in this room use some form of social media like Facebook, Twitter, or YouTube?



#### SAY

Great, almost everyone here! Today, we are going to discuss the various social media outlets and provide some practical ideas to get you started. In order to be effective with limited time, you must reach your audience where they already are. Let's take a look at a few of the larger social media outlets.



## DISPLAY ON A FLIP CHART OR POWERPOINT:

- Facebook
- Twitter
- Google+
- YouTube
- LinkedIn
- Instagram
- Flickr
- Pinterest



## SAY

*Facebook* is a social networking site which allows its users to set up personal profiles to connect to family, friends, businesses, and organizations. Facebook has more than 1.1 billion active users. Currently, more than 350 million active users currently access Facebook through their mobile devices. Each user has an average of 130 friends and is connected to 80 community pages, groups, or events. More than 700 billion minutes are spent per month on Facebook, so you can see that it is a great use of your time to use this outlet in your social media campaign. Facebook should be your primary social media outlet.

*Twitter* is what people refer to as a “microblogging” social media outlet. Twitter allows users to send and receive text-based messages known as “tweets.” Twitter has more than 300 million users who average over 300 million tweets per day. Just a fun fact, it took 3 years, 2 months and 1 day to go from the first tweet to the billionth tweet. One billion tweets are now sent every week. There are over 1.6 billion search queries per day on Twitter. Twitter is a great way to supplement your activity on Facebook, and using these two outlets together will expand the reach and power of your PTA and/or issue campaign.

*Google+* surpassed Twitter as the second largest social networking site in 2013. Google+ boasts 500 million users. This platform offers a broad range of features, including friend circles, news streams, hangouts, messenger, and games. It also has pages for companies and brands, similar to a fan page on Facebook.

*YouTube* is a video sharing website and the second largest search engine in the world. Every minute, users upload 24-hours worth of videos.

*LinkedIn* is a social network that allows professionals to connect. More than 225 million members in over 200 countries and territories use LinkedIn. New professionals are joining at a rate of two users per second. Of all the companies that use social media for recruitment, more than 95 percent of them use LinkedIn.

*Instagram* is a social media outlet that allows users to upload, edit, and share pictures and videos on Instagram's platform, as well as other social media outlets, including Facebook and Twitter. Instagram has over 100 million active users.

*Flickr* is an online image and video hosting site operated by Yahoo. Flickr has more than 50 million registered members, hosts more than 6 billion images, and offers members one terabyte of free cloud storage space.

*Pinterest* is a digital “bulletin board” where users can “pin” and share articles, pictures, ideas, recipes, quotes, etc. with friends and followers. Pinterest has over 48 million members, and is most popular among women.

## II. WHERE SOCIAL MEDIA AND PTA COLLIDE



### SAY

Conversations are happening all the time on social media. Conversations are shared with others. Because of the respective sharing capabilities of each social network, conversations and discussions can be shared with large groups of people in a short period of time. This accomplishes a number of things, but two of the most important for your PTA are awareness and exposure.

#### **PTA Awareness through Social Media**

The social media platforms we discussed can serve as a “conversation catalyst” for education reform and child advocacy. Simply bringing awareness to PTA efforts could be very effective for membership growth, member participation, volunteer development, and most importantly, strategically advancing your issue campaign.

#### **PTA Exposure through Social Media**

Social media makes significant exposure of your PTA and your issue campaigns possible. More than 90 percent of people trust peer recommendations, while only 33 percent trust messages from brands and organizations. The PTA implications run deep here. If we can get folks to talk and share information about PTA and issue campaigns, their friends are more likely to respond more favorably than they would to a message directly from National PTA.

“Virality.” What does this word mean to you? By definition, a virus is able to induce some agents to replicate it, resulting in many copies being produced and spread around. How does this relate to social media and the PTA?

World-renowned author and marketing guru Seth Godin talks about the “ideavirus,” a good idea that is worth spreading. He goes on to say that an “ideavirus” needs “sneezers,” people who spread this “ideavirus.” The more sneezers we have the more the ideavirus spreads. Keeping in mind that, and remembering that on average, every Facebook user has 130 friends, the potential for virality on Facebook is limitless. Good ideas spread, it is as simple as that. In a little bit, we’ll talk about practical ways to get PTA ideas to spread throughout social media.

People on social media gravitate toward causes that they can get behind, support and promote. The PTA is no different than these causes:

- Invisible Children – fighting to free child soldiers in Africa – Nearly 500,000 fans on Facebook
- Focus on the Family – with nearly 300,000 fans on Facebook
- Feeding America – with nearly 200,000 fans
- Salvation Army – with nearly 70,000 fans

National PTA has approximately 30,000 fans. That is pretty good, but not good enough. How is your PTA doing on Facebook? People want to be a part of life-giving, culture-shifting, game-changing causes and organizations on social media, and PTA can be that outlet. Why?

People want the good ideas to be their ideas. If it's something worth sharing – an inspiring video, a new way of thought, an exciting new idea in the world of advocacy for children – most people want to be the first of their friends to share it. Everyone has a circle of influence. That means in every circle there are influencers. These folks want to be the ones who share the best content first. Every viral video on YouTube becomes viral because people want to be the first of their friends to share it. But it all goes back to the content of the “idea virus” that makes people want to share it. If the quality of the content is fresh and exciting, then the number of shares will increase.



## ASK

Does anyone have an example of a Facebook post that received a large number of likes? What about an example of a Facebook post that flopped? These examples are a great transition into the next part of this training: best practices in social media and finding ways to increase your effectiveness and maximize your returns.

## III. SOCIAL MEDIA BEST PRACTICES



### DISPLAY ON A FLIPCHART OR POWERPOINT:

#### Create Your Social Media Process by “Rolling the Dice”

D – Designated Responsibility

I – Integrated Approach

C – Content Creation Methods

E – Editorial Calendar



### SAY

Every good social media strategy must begin with a content strategy. I like to break down a social media content strategy like this...D.I.C.E. It's time to roll the DICE!

- **D is for “designated responsibility.”** Who will be posting the content? One person? A team? This needs to be cleared up first so it's not fuzzy as to how it will get done.

Your PTA also needs to identify the workflow and the process of approval that is appropriate for your structure and agreed upon by your PTA leadership. You should also consider creating a policy for dealing with negative comments. Many experts encourage allowing a real dialogue, and that means allowing comments that you don't necessarily like or agree with. Don't feel like you have to address every comment during a debate on an issue. You can restate your opinion or policy, but allow your other followers to have your back. You should always delete vulgar or inappropriate comments.

- **I is for “integrated approach.”** This content should go to different social outposts, Facebook, Twitter, YouTube, Flickr, Google+, etc. However, don't over commit yourself. If you can't manage to post fresh content daily, you want to take a step back and reevaluate your plan. Make sure that your team is set up to publish content on these different platforms. An integrated approach will help to broaden your reach as well.
- **C is for “content creation methods.”** As a local unit, what systems are you putting into place to capture noteworthy stories? Is it a spreadsheet? An email thread? Anything you can put into place to capture stories before they are yesterday's news will help you stay relevant in the social media world.
- **E is for “editorial calendar.”** If you're like me, it won't get done unless it's written down and this piece ties in every other point. On a calendar, you can note who is posting, where they are posting, and how you identify your content topics. This is the final piece to a successful social media strategy.



## DISPLAY ON A FLIPCHART OR POWERPOINT:

### Social Media Best Practices:

- Variety
- Tone
- Timing



## SAY

### Facebook Best Practices

*Variety.* Be sure to publish different types of posts. A good social media engagement plan integrates multiple types of posts, not just status updates and not only pictures. Here is a list of post types to work into your social media plan: general status updates, “click like” posts, photos, events, links to websites, links to articles, quotes, questions, calls-to-action, videos, testimonials, announcements, breaking news, and how-to posts.

*Tone.* Be sure to consider your tone and know that your audience may be perceive your tone differently, as in any electronic communication. Try to use a personal tone, tap into emotion, and stir debate among your audience.

*Timing.* Shoot to post during peak hours. Facebook and other social media outlets are most active in the early morning (around 9:00 am), at the end of work (around 5:00 pm), and late at night (around 11:00 pm). If your usage peaks during these time periods, you will increase the odds that your target audience will see your content.

### Twitter Best Practices

*Respond quickly.* This is particularly important when dealing with customer service comments and concerns. You should stay current with Twitter mentions and respond to concerns within two hours.

*Space out tweets.* Tweets should be spaced throughout the day so that they ideally reach your followers' feeds at periodic times. If you only tweet at one time of day, you lose a lot of visibility. Third-party applications, such as Hootsuite, allow you to schedule your tweets and allow multiple users to access the same account to help spread out the workload.

*Too much self-promotion can be a bad thing.* When an organization does nothing but promote its message, people won't listen and they won't follow. Thirty percent of tweets should be related to PTA, while the other 70 percent of tweets should be about related topics that provide value to your followers. Include a link to a website, blog post, article, etc. Not only is this a great way to leverage your other platforms, it also gives you credibility as being a source of great content.



*Choose who you follow.* Certain Twitter directories, such as WeFollow or Tweepz, allow you to locate users to follow based on their interests and geography. Follow people who either mention you, or are interested in the services or products you offer. Follow people who are retweeting you or mentioning your name. However, if you follow too many people too quickly, you can lose credibility.

*Build a relationship with users.* Make sure to thank people for mentioning you, following you, or just comment on something they said that was interesting. If they post interesting content, feel free to retweet it. Generally, people will follow you if you genuinely reach out to them.

*Join the conversation.* If people are talking about things that matter to you, feel free to join the conversation! This gives your brand a human voice and shows that you care.

## **Facebook Fan Page Best Practices**

*Respond quickly.* Just like Twitter, you should respond to comments/ inquiries within two hours.

*Join the conversation.* It's okay to respond to conversations within a response thread from a post. You can respond directly to several individuals within one comment too. Just make sure to identify who you are responding for each statement you make.

*Develop relationships.* Get to know the people who are frequently commenting on the page. Engage in conversation with them by asking questions and responding to posts. Developing these relationships is crucial when developing a strong base of "super fans." These relationships can be effectively leveraged in future campaigns.

*We're all in this together.* Try to avoid "I" statements. Brands are all about "we", "us" and "our" and your voice and communication strategy should reflect this mentality.

*Find a voice that works for your PTA and issue and use it!* For easy usability, you should adopt a voice for PTA. Every administrator with access to the page should be familiar with the voice. This will allow multiple people to actively respond to comments and concerns, while creating a consistent voice.

*Make your page "sticky."* A potential fan has arrived on your page, now what? It is important to maximize their experience; the more engaging the better! You want them to stay there as long as they can and enjoy their time on the page. Try to have links back to your website. Clearly delineate who you are and what you stand for. Make it easy for users to find more information.

*Check it twice!* Be sure to double and triple check spelling and grammar. Nothing shows you care like proper grammar and punctuation, especially in PTA.

## Social Media Exercises

All Levels

Participants will practice several aspects of using social media in small groups.



### TIME

**Total: 30 minutes**

- Exercise: 20 minutes
- Debrief: 10 minutes

## SOCIAL MEDIA EXERCISE INSTRUCTIONS

Split the attendees into three small groups. Assign each group one of these four topics:

- Facebook – Create a week's worth of ideas for Facebook posts on an issue of your choice, including topic, post type, tone and timing.
- Twitter – Create a week's worth of ideas for twitter posts on an issue of your choice, including topic, post type, tone and timing.
- PTA Process – Create the guidelines that a PTA might need to implement a social media strategy: a workflow, approval process, comments policy, color schemes, logo, etc.

Give the group a five-minute warning before the end of the 20 minutes, and then call them back to order to report when the 20 minutes are up.

## SOCIAL MEDIA DEBRIEF

Call the class back to order. Have each group present their ideas, provide feedback, and open the dialogue for all attendees to add more ideas for each topic.

# HANDOUTS



# National PTA<sup>®</sup> Social Media: Blogging Tip Sheet

**National  
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everychild.one voice.<sup>®</sup>

**Blogging** allows your local PTAs to have a consistent stream of fresh, timely new content to tweet, share on Facebook, use in your e-newsletter, and so on. Blogs allow PTAs to tell their stories, break news, comment on breaking news, and share resources quickly. While there are no set rules for creating a blog and writing blog content, here are some guidelines to make your PTA blog effective.

Reference: Mansfield, Heather (2011) A How to Guide for NonProfits: Social Media for Social Good. USA:McGraw-Hill

1. **Blogs need to make a strong first impression.** When designing a blog the template should be simple, visually powerful, and spacious. Too much clutter and multiple columns can easily overwhelm the reader.
2. **Feature the ability to subscribe to your e-newsletter and join your social networking communities.** The upper right corner of your blog is the most valuable section of the page in terms of visibility and impact. Feature the ability to subscribe to your newsletter, a campaign, and any social networking icons in that spot. As blog traffic increases so will new subscribers, friends, followers and fans.
3. **Blog titles are priority. Make sure the blog title is bold and engaging.** It should also include key terms and words relating to your subject matter.
4. **Emphasize quality content.** The length of blog posts is not as important as the quality and relevance of the blog posts. Content should be important and useful to your audience. The content should engage readers and make it worth their time. Word use should be efficient—don't waste words. Only add words that support your points. Avoid fluff.
5. **Optimize content for web reading.** People tend to scan online articles rather than read them word for word. Use bullet lists whenever possible. Boldface keywords (or people's names) to break up long sentences and paragraphs.
6. **Allow comments but moderate them.** All blogging platforms have a notification system that allows you to moderate comments before they go live. You should allow comments but you don't have to approve them all, particularly if they are rude and disrespectful in tone.
7. **Add share and search functionality buttons.** Make sure the blog platform you choose automatically comes with share and search functionality or that you have the ability to add a share plug in.
8. **Use photos/videos in all blog posts.** Blog posts with images tend to get more traction. Post at least one photo per blog post if possible. You can also do a quick Google Image or Flickr Creative Commons search if you have nothing in-house to use.
9. **Create "Top Ten" posts.** Posting a blog about the top ten reasons your PTA is awesome is a great way to showcase your organization in a short, concise and interesting way. Use top tens or top fives to give people information on your PTA.
10. **Be consistent.** Try to blog once a week and at the same time every week. Followers appreciate consistency and routine. Even if you just describe what you are working on this week, share it with the people who have invested time in your blog.
11. **Share your blog content.** Cross promote your blog content on your other social networks like Facebook and Twitter.
12. **Solicit engagement from readers.** Ask people to comment and email ideas. Post polls to survey ideas. Keeping readers engaged will keep them returning.

If you want more information about how your PTA can best utilize social media, please contact our Communications Department. This tip sheet is one of many resources that National PTA offers members. Go to **PTA.org** for more!

## National PTA Social Media

Facebook - [www.facebook.com/ParentTeacherAssociation](http://www.facebook.com/ParentTeacherAssociation)

Twitter - @NationalPTA

YouTube - [Youtube.com/nationalpta](http://Youtube.com/nationalpta)

PTA Great Idea Bank - [www.ptagreatideabank.org](http://www.ptagreatideabank.org)



# National PTA<sup>®</sup> Social Media: Facebook Tip Sheet

**Facebook** is a great way to do Social Media marketing for your PTA. Facebook is perfect for brand awareness because it is free advertising and promotion for your local PTA, it allows you to share information with your members, it will enable you to start conversations on various topics, and it gives them the chance to share with their friends as well.

Reference: Mansfield, Heather (2011) A How to Guide for NonProfits: Social Media for Social Good. USA:McGraw-Hill

- 1. Create Your Voice.** Your voice will often be found in the status updates of your fans, which means it is very important to find content that engages your fans and encourages them to want to engage with you. A great way to help you gauge this will be by the number of likes, shares, and comments you receive on your posts.
- 2. Fun and Informative.** A great place to get started with content is to share success stories, breaking news, grant deadlines, calls to action, events, and information shared by National PTA.
- 3. Professional vs. Personal.** While adding personality and flair is important, keep in mind that there is a difference between a personal Facebook page and your PTA's professional one. Set up rules of etiquette for your PTA's Facebook page so that everyone knows the rules and can help make it a safe place for sharing information.
- 4. More Than One.** Be sure to have at least two people (although three would be best) as administrators of your PTA Facebook page. This way if someone is sick, traveling, unreachable or has to leave for any reason there are multiple people with access to the page. This also helps spread the responsibility for posting and sharing content, lessening the pressure on everyone.
- 5. Posting Limits.** Be sure to limit the number of posts. Too many posts will cause people to hide or un-Like your Facebook page. Ideally, four to six posts per week is best, though you should not post more than twice a day.
- 6. Content Sharing.** Be sure to share links, videos, and pictures whenever possible in your posts. This will help increase your PTA's visibility and activity. Facebook is all about sharing information.
- 7. Tagging Gold.** Tag sponsors and supporters whenever possible; this will help them to keep up with what you are doing and engage them more. Plus, it gives them greater visibility among your PTA members and supporters.
- 8. Events.** Create events and send them to the fans of your page. It will remind them about your unit and your events, and it will help you engage them in a new way.
- 9. Do Not Automate.** It is always tempting to automatically sync several social media platforms to Facebook so you only have to send one status update. However, avoid doing this as much as possible because each social media platform is unique in the culture of the community and the way content is shared.
- 10. Encourage.** Do not forget to encourage your PTA board members, volunteers, students (if you are a PTSA), teachers, and families to engage and be active on your PTA page. This will help create a flow of information and sharing that will encourage everyone! Most of all, do not forget to have fun, learn a lot, and remember that social media is just another resource for you, your members, and the parents and teachers that will give every child one voice!

If you want more information about how your PTA can best utilize social media, please contact our Communications Department. This tip sheet is one of many resources that National PTA offers members. Go to **PTA.org** for more!

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YouTube - [Youtube.com/nationalpta](http://Youtube.com/nationalpta)

Twitter - @NationalPTA

PTA Great Idea Bank - [www.ptagreatideabank.org](http://www.ptagreatideabank.org)



# National PTA<sup>®</sup> Social Media: Twitter Tip Sheet

Companies and organizations use **Twitter** primarily for sharing about a product, brand or a program. It is also used to make announcements and share breaking news. All updates on Twitter should be 140 characters or less. The tips below will help increase your followers and enable you to get your message to a larger audience.

Reference: Mansfield, Heather (2011) A How to Guide for NonProfits: Social Media for Social Good. USA:McGraw-Hill

- 1. Develop Your Twitter Voice.** The kind of content and the tone your members and followers respond to will help you give your Twitter voice personality. Your ultimate goal should be to inspire action and reaction from your followers.
- 2. Track Your Links!!!** Use a Twitter app like Bit.ly or Ow.ly to track your links. They shrink your long links which allows more characters for tweeting. It also provides useful statistics on the number of people that click on your links.
- 3. Tweet your Content as Well as the Content of Others.** Master the art of both retweeting and responding. Tweet articles or blog posts from your favorite newspapers, bloggers, and partner organizations. These practices will encourage your followers to retweet your content and information.
- 4. Follow on a 1:1 Ratio.** If you have 1,000 followers, then you should follow 1,000 Twitterers in return. This will help your visibility and let your followers know that you are vested in them.
- 5. Follow People with Similar Interests.** Help increase your visibility and understanding of your audience by following users with similar interests that are relevant to your goals and objectives. Do not forget to tag them in your messages by using the @ symbol.
- 6. Integrate.** To maximize the success of your Twitter efforts, integrate into other online and offline materials. Incorporate a Twitter feed on your website, add a link to follow Twitter into direct mail pieces, and include a “share” button or Twitter link in an e-mail or e-newsletter.
- 7. Drive Website Traffic.** 140 characters does not provide much room for detail. Offer a hook and lead your followers to your website or PTA.org for more information.
- 8. Tweet Often.** Experts recommend tweeting four to six times per day. For some local units that may be too overwhelming. Twitter is most active from 9 am to 12 pm in any given time zone so focus your attention on tweeting during that time span.
- 9. Use Hashtags Strategically.** Hashtags (#) allow Twitterers to discuss issues and events on Twitter in real time. They also help to organize tweets, spread information and find new friends. Tweets should not have more than one or two hashtags.
- 10. Design your Twitter Profile to Match Your Local PTA logo.** Try to blog once a week and at the same time every week. Followers appreciate consistency and routine. Even if you just describe what you are working on this week, share it with the people who have invested time in your blog.

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# National PTA<sup>®</sup> Social Media: YouTube Tip Sheet



**YouTube** is the social web site that lets people upload online videos and participate in free video-sharing, commenting, liking, and re-posting. YouTube allows registered users to put their videos and share video clips online and share with others.

Reference: Mansfield, Heather (2011) A How to Guide for NonProfits: Social Media for Social Good. USA:McGraw-Hill

1. **Create Your Story.** The main goal of YouTube is to tell a story with video, music, pictures, etc. This can then be shared with your PTA members, parents, teachers, school administrators, and your community.
2. **Fun and Informative.** Storytelling on YouTube is meant to be fun, creative, and informative.
3. **Searchable.** Be sure to tag your videos so they can be searched and found by PTA members, parents, teachers, and anyone interested in the PTA mission.
4. **Comments.** Social media is about engaging and creating a conversation, so be sure to enable comments on your videos.
5. **Content Sharing.** Some of the best and more engaging aspects of YouTube is the ability to share among other platforms. Do not forget to share your own videos on other PTA platforms and encourage your members and followers to share as well.
6. **Tagging Gold.** Tag sponsors and supporters whenever possible; this will help them to keep up with what you are doing and engage them more. Plus it gives them greater visibility among your PTA members and supporters.
7. **Channels.** YouTube has the ability to create a space that holds all the videos uploaded by your PTA group. Go to [youtube.com/create\\_account](https://youtube.com/create_account). Be sure the username you sign up with is the one you want included on your channel.
8. **Descriptions.** The description you give your channel should be short and simple. No one wants to read on YouTube; they want to watch a story of some sort.
9. **Thank You.** Do not forget to do a “Thank you” video or a year in review video to promote your accomplishments and let volunteers know how much their work is appreciated. The shout outs are always a great way to get additional shares.
10. **Encourage.** Do not forget to encourage your PTA board members, volunteers, students (if you are a PTSA), teachers, and families to engage and be active on your PTA page. This will help create a flow of information and sharing that will encourage everyone!

Most of all, do not forget to have fun, learn a lot, and remember that social media is just another resource for you, your members, and the parents and teachers that will help your members speak for every child with one, powerful voice!

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