PTA Communication Tips:
Local Organizations

Leadership Workshop
January 30, 2016

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DCCPTA

PTA®

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Purpose

Provide communication tips that will assist local PTAs in the transfer of important information with Websites and Eblasts.

Important Topics To Be Reviewed

1. PTA Examples to Explore
2. Choosing a PTA Website Platform
3. Writing an Eblast People Will Read
4. National PTA® Social Media Info
5. Use of Children's Images
6. Photograph Hints
7. Sources of Free Images

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PTA Communication Tips: Examples to Explore

Middle School Website

Kirby-Smith Middle School PTSA Provided by My-PTA.org™

websites: http://www.ksms.my-pta.org

High School Website

Paxon SAS PTSA provided by My-PTA.org™

websites: http://paxon.my-ptsa.org/

High School Facebook Page

Paxon SAS PTSA – Facebook:

https://www.facebook.com/pages/Paxon-SAS-PTSA/326474157443000

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My-PTA.org™ Is Full Featured

◆ Calendar entries with links to content

◆ Email communication, with HTML & text support, automatic bounce control, automatic opt-outs

◆ Permits multiple editors with only basic computer skills needed

◆ Directories with hidden email addresses to protect users' email addresses

◆ Database updates with EASY uploading of new data from spreadsheets

◆ Custom forms for data entry. Collected data can be exported or added to the user database

◆ Volunteer schedules, user-defined notes, automatic email reminders, and one-click access to volunteer tracking

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Helpful Communication Tools

1. **PlanetHS** **https://www.planeths.com/** This is the Duval Public Schools free required extracurricular management program for all school sports and activities. It can be used by PTAs but its capabilities are very limited.
2. **Reminder** **www.remind.com** A free communication site that allows teachers & PTAs to send email or texts to people who sign up.
3. **Consant Contact** **www.constantcontact.com** Create email campaigns $15/month.
4. **VolunteerSpot** **http://www.volunteerspot.com/** A basic free volunteer management tool that allows you to develop needs and track volunteer needs.

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PTA Communication Tips: Writing an Eblast People Will Read

1. **Keep it short:** Weekly better than monthly - use links
2. **Skip the intro:** Get to the facts fast
3. **Focus on headlines:** Use action grabbing headlines, place 3 most important articles first
4. **Keep the best information on top:** who, what, when, where, how
5. **Link back to website**
6. **Place images to the left:** especially of people

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PTA Communication Tips: National PTA® Social Media

- Blogging Tip Sheet

- Facebook Tip Sheet

- Twitter Tip Sheet

- YouTube Tip Sheet

http://www.pta.org/files/NPTA_Social_Media_Tipsheets_%282%29.pdf

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PTA Communication Tips: Use of Children's Images

Permission to Use Photo Images

I grant to Paxon SAS PTSA the right to take photographs of myself and my family in connection with any PTSA events. I authorize Paxon SAS PTSA to use and publish the same in print and/or electronically. I agree that Paxon SAS PTSA may use said photographs without my name and for any lawful purpose, including such purposes as publicity, illustration, advertising, marketing and Web content.

Signature_____Date_____

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PTA Communication Tips: Photographs

Spice up PTA photos with 5 simple photo composition techniques that:

1. Tells an action story by showing subjects doing things
2. Has an obvious front, middle, back
3. Zooms in close and cuts out background clutter
4. Takes advantage of unusual angles (high, low, left or right) and unleveled camera (¼ twist).
5. Keeps the subject out of the middle of the frame, think *Tic-Tac-Toe*

For more information go to "Photo Communication Tips: PTA"
……….https://drive.google.com/file/d/0B1VWrCIXGoa8WFc5SEowcUQzTHM/view?pli=1

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PTA Communication Tips: Sources of Free Images

- Microsoft Word™ - Go to: Insert/Outline Picturs/Office.com clip art/ type in Image you want/Enter

- Google Image - https://images.google.com/

- Flickr Creative Commons https://www.flickr.com/creativecommons/

Flickr Creative Commons agreement requires you to use: author, copyright, and backlink to Flickr photo. Used this hyperlink on "Paxon Clean Cut Day" to backlink https://www.flickr.com/photos/101517127@N08/14006156830/in/photostrea...

Paxon Clean Cut Day © By Rick Godke

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PTA Communication Tips: Local Organizations

Leadership Workshop
September 26, 2015

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