



# Social Media





# Know Your Audience

- Families- parents, non-custodial parents, grandparents, foster parents, guardians, students, etc.
- School Board members/ elected officials
- School staff
- Community





# Choose a Social Media Platform



- Who are you trying to reach?
- What platforms do they use?
- What technology requirements do you have?
- What format works best for your goals?



# What Will You Share?

- Membership application
- PTA mission and goals
- Member Benefits
- Events/Activities
- Advocacy/call to action
- Share stories and first-person accounts
- Share resources from reputable sources.  
(Parenting, education, safety)

