Social Media Success

A review of the current social media landscape and how to be successful in engaging your members.
Collin Robinson

Who’s this guy?

Vice President for Advocacy

PTA Connect Ambassador

Senior UI / UX Engineer
What are we going to be talking about?

Agenda

- Social Media Landscape
- Control the Conversation
- Keep Accounts Safe
- Have Fun
Social Media Landscape
Pick a few that work for your PTA
Control the Conversation
What do you control?

- Profile Photos
- Profile Bio / Descriptions
- Cover Photos
- Posts
- Replies
- Administration
- Banning
Keep Accounts Safe
Social Media Account Policy

Who’s an Admin?
How to Transfer Authority?
Have Fun!
Be Creative & Consistent

• Mail Room Monday
• Terrific Teacher Tuesday
• Communications Calendar
• Post Often
• Reply Early and Often
Thank you slide