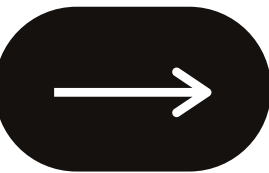




**FREE STATE PTA
CON LIVE
AUGUST 12-14, 2021**

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

Agenda

What are we going to be talking about?



Social Media Landscape



Control the Conversation



Keep Accounts Safe



Have Fun

Social Media Landscape





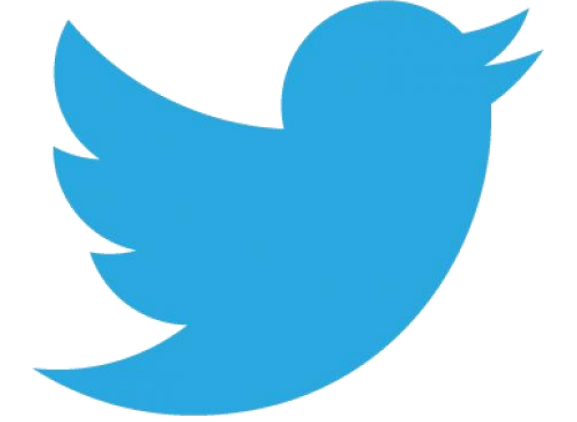
Pick a few
that work for
your PTA



Facebook



Instagram



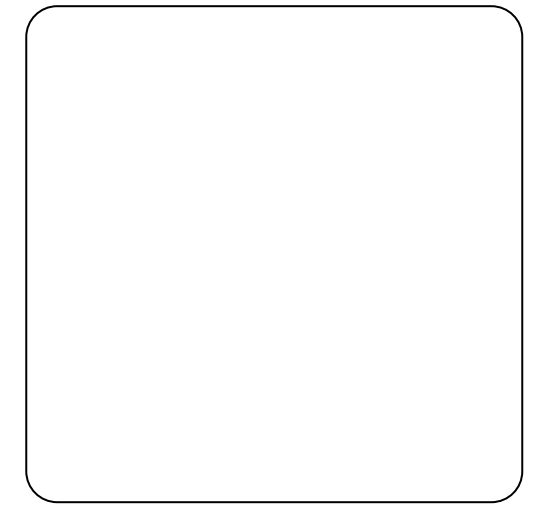
Twitter



TikTok



Pinterest



What's Next?

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

