Your Communication Action Plan

2016 Missouri PTA Convention

Amy Blakemore, MoPTA Information/Technology Chair
Andrea Battaglia, MoPTA Contact Editor
Kristina Wilmoth, MoPTA PR Chair

Amy Blakemore **Presenter Information**

+ I have been lucky to have gained experience as a Report Writer, Software Engineer, Systems Data Analyst and Data Architect throughout my professional career. Currently, I am finishing a degree in Computer Information Systems.

+ My volunteer experience includes creating websites for various nonprofits including Mothers & More of Lee's Summit, Cub Scout Pack 262, APTCP Central Plains and of course Trailridge Elementary PTA and Missouri PTA.

+ I love being able to use my skills and passion for technology to help non-profits, friends and family with their technology questions and needs.
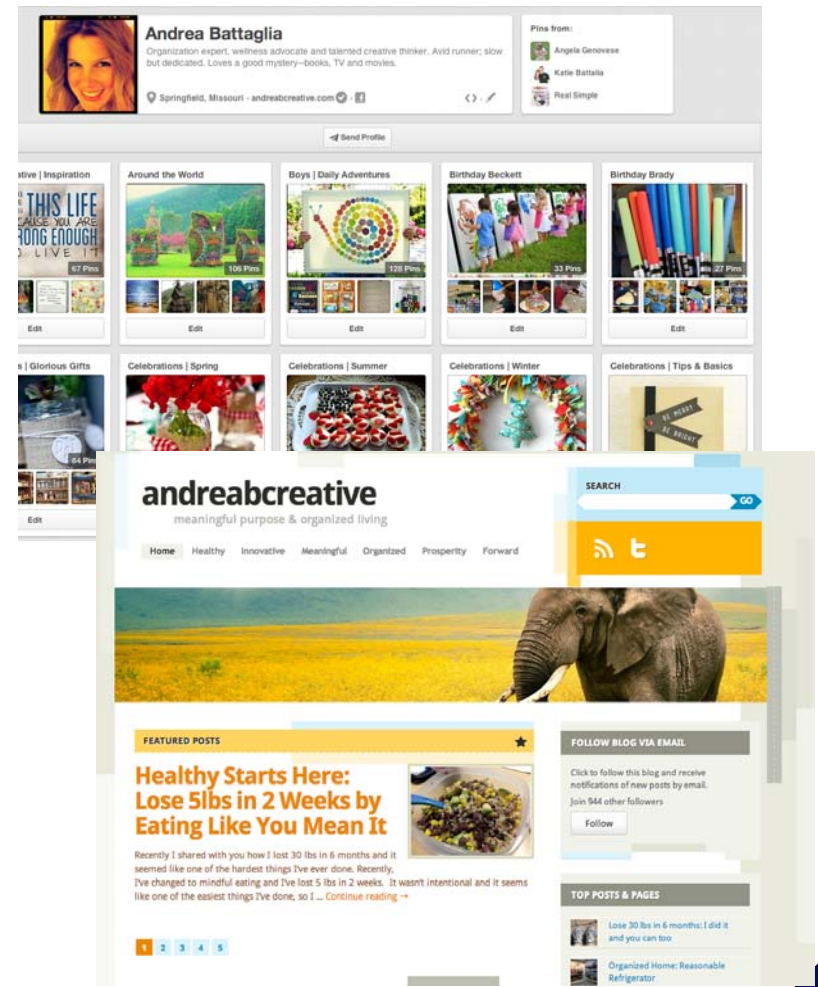
Andrea Battaglia **Presenter Information**

+ Work full-time in **Marketing & Strategy**, helping groups effectively manage communication and brand

+ **Manage multiple social media sites**, including www.andreabcreative.com, my personal brand. Focus is Organized Living & Meaningful Purpose

+ **Organization Expert & Wellness Advocate**, communicate consistent message through personal brand.

+ **Professional Trainer & Facilitator** for groups of all sizes and competency levels – develop effective strategy and action plans to improve groups

Kristina Wilmoth **Presenter Information**

+ Works full-time creating and implementing **Marketing & Strategy**, helping organizations effectively manage communication and brand

+ **Manages 14 social media sites**, including Countmekris.wordpress.com, personal brand utilized to manage multiple strategies for organizations like North Springfield Betterment Association, Drew Lewis Foundation, The Fairbanks, Life 360 Family Services, and serving as current PR Chair for MO PTA Board of Managers

+ **PR coordinator** for organizations to create a **cohesive image** for organizations and serve as their voice and representation when interacting with their internal and external audiences

+ **Writer & Editor** for online and print content including newsletters and EBlasts

Superb Social Media Strategies

+ **Understanding the value of Social Media**

+ **72%** of adults use social media and **21%** of internet time is spent on social media sites

+ Social media sites are used **more than any other type of site**

+ **What does this mean for your PTA? How can you use social media to communicate your message?**

+ **If you are unfamiliar with Social Media and trying to learn, you should:**
    + Plan to spend <u>5 hours per week</u> devoted to social media for <u>6+ months</u>
    + Ask a social media-savvy friend or college student to train you
    + You will not learn everything in one day – stay positive as you're learning.

Superb Social Media Strategies

+ **People are using social media** in place of traditional marketing channels
  + Word-of-mouth is now written recommendations
  + Learning about other's experiences isn't from verbal interactions
  + Complimenting brands is easy will real-time feedback through tweets (for example)
  + Product information
  + Sharing Incentives (hyperlinks, online coupons, etc)
  + Customer service (example: #companyname when posting about good/poor service

+ **How can your PTA provide relevant information to stakeholders? Is Social Media what you should use?**

Superb Social Media Strategies

+ **Developing your social media brand:** Keep it simple – use 1-2 platforms
    + **Facebook** (start here)
    + **Twitter**
    + **Blog (WordPress), can be used as your website**
    + Pinterest
    + Instagram
    + YouTube

+ REMEMBER: Almost all social media platforms are free, but just because it's available doesn't mean you need to **use it** consider **what you can manage**

Superb Social Media Strategies

+ **Create Social Media Team**
    + The team should be as small as possible – but all relevant stakeholders should be represented
    + Set up a system to collect information (forward emails, repost from parent organizations, direct requests from leadership)
    + The Social Media team will
        + Establish goals, guidelines and direction
        + Determine target audience and appropriate message
        + Review and approve content
            + Remember: Social Media is quickly changing and having too many approval steps can undermine the benefits

Superb Social Media Strategies

+ **Social Media Manger**
  + You should have one person ultimately responsible for social media content coordination.
  + This person should be detail-oriented, trustworthy, socially adept, have strong written/verbal communication skills, technical skills and social media experience are a plus
  + **Your Social Media Manager does not need to be a seasoned professional, often new & younger members have great social media expertise – if you don't have this person, recruit this person** (make this your first goal for social media)
  + This person develops social media calendar, schedules/publishes content to social media accounts, monitors accounts, interacts with followers and fans, provides reporting on progress vs. goals

Superb Social Media Strategies

+ **Document social media goals** for each platform using the SMART goals format
  + Specific
  + Measurable
  + Agreed To
  + Realistic/Relevant
  + Timed

+ **Early in the process, your social media goals need to be few in number, modest and easily understood**
  + **Goals are fluid and can change as growth happens**
  + **Utilize metrics on social media to create and evaluate goals**

Superb Social Media Strategies

+ Use basic **Brand Strategy** for social media
    + **Understand Your Message**
    + **Branding includes the distinctive characteristics that make you extraordinary**
    + **Communication is how you convey your message.**
    + **Utilize established branding associated with your school, National PTA, & MO PTA**

+ Consider tone and content
    + What are you trying to communicate and how can you keep the message consistent, no matter which member/officer is presenting information

+ **Determine Your Visuals**: Logos, custom graphics, font, pictures and color choices
    + What are your messages going to look like?

Superb Social Media Strategies

+ Establish and document **repeatable, efficient social media processes** and standards regarding how content is **developed, approved**
  + Who will develop and review social media calendar?
  + Who will review and how many revisions are acceptable?
  + Who is the final approval for all social media content?
    + Don't bog content down in the approval process – content should be relevant, responsive and timely
  + Recommended monthly social media calendar developed by Social Media Manager
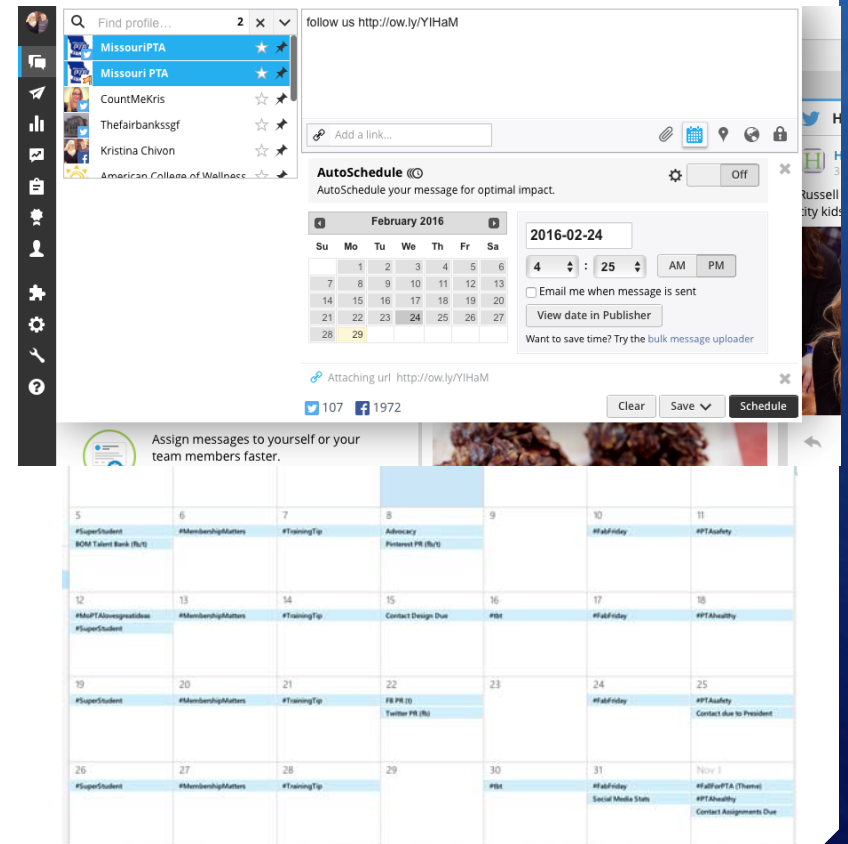
Superb Social Media Strategies

+ Establish and document **repeatable, efficient social media processes** and standards regarding how content is **published, monitored**
  + How often will content be published
  + Who will publish the content – all Social Media Manger or group with approval?
  + What are posting expectations?
  + What are response expectations?
  + Who is the back-up if the Social Media Manager is unavailable?
  + What are expectations for responses to negative comments?
  + When are posts deleted?
  + When are stakeholders banned from the page?
  + In the event of a PR disaster, who will be in charge of social media accounts and when will they be used?

Superb Social Media Strategies

+ What you should post to Facebook?

+ Follow Pareto Rule: 80% of content comes from others (teachers, members, other officers), 20% of content by Social Media team or Manager (from PTA)

+ Socialize and inform, don't advertise – think sharing with friends

+ Quality over quantity – focus on your goals, audience and message.

+ **Only write posts that fit in the message – this isn't a novel, it's a quick bit of information.**

+ **Pictures are important.**

+ Authentic over automated – be personal, authentic and approachable

+ Be responsive – respond, listen
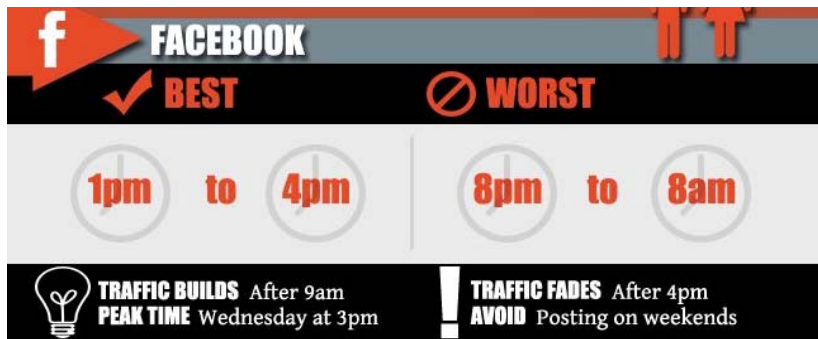
+ Don't conceal mistakes during a crisis.

Superb Social Media Strategies

+ **What you should post to Twitter?**
  + <u>Who develops content</u>? Pareto Rule 80% of content comes from others (teachers, members, other officers), 20% of content by PTA Social Media team or Manager
  + Clever and interesting posts appreciated in this platform
  + **Concise messages are essential. You only have 140 characters.**
  + Hashtags are huge. **#bringingithome**
  + Quantity is fine in this platform – focus on your goals, audience and message, provide thought and quality for posts
  + Authentic over automated – be personal, authentic and approachable
  + Twitter isn't where you share tons of information – but you can link to other sites when needed. **Do not post a link for more information with every post.**

Superb Social Media Strategies

FACEBOOK
✓ BEST   ⊘ WORST
1pm to 4pm   8pm to 8am
TRAFFIC BUILDS After 9am
PEAK TIME Wednesday at 3pm
TRAFFIC FADES After 4pm
AVOID Posting on weekends

TWITTER
✓ BEST   ⊘ WORST
1pm to 3pm   8pm to 9am
TRAFFIC BUILDS After 11am
PEAK TIME Monday - Thursday
TRAFFIC FADES After 3pm
AVOID Posting after 3pm on Friday

+ **When you should post to Facebook?**

  + Goal should be 2-3 posts per week – only post if you have relevant information

  + More posts allowed for special events

  + Post when your stakeholders are listening

+ **When you should post to Twitter?**

  + Multiple posts per day are acceptable, a different stakeholder group is on Twitter at 10 am, noon and 7 pm

  + Multiple posts for same information are fine, consider varying message to increase interest.

Superb Social Media Strategies

SmartCal

The average Facebook post disappears from one's news feed after about 30 hours.

Here are 3 tips on how to keep your posts active and current:

1. Encourage feedback and comments. The more interaction a post gets, the longer the post stays current.

2. Include videos and images, because they generate the most amount of social interaction.

3. Interact with your users. Remember that social media is a two way communication.

on Friday~ Dallas, TX

👍 Like   💬 Comment   ➜ Share

THE NUMBER ONE REASON
73% OF SOCIAL MEDIA USERS
"UNLIKED" A BRAND
ON FACEBOOK
WAS BECAUSE THE BRAND
POSTED TOO FREQUENTLY.

+ **Why planning posts matter for Facebook**

   + When you develop **interesting** content and **time** it effectively, your posts have greater reach – meaning more people **see them** and your message is more effectively communicated.

Superb Social Media Strategies

SmartCal @SmartCalApp   19 Jul

The average tweet on Twitter lasts less than 18 minutes.

↩ Reply   ⟲ Retweet   ★ Favorite   ••• More

Here are 3 tips to make your Twitter communications more efficient:

1. Tweet interesting content for parents like educational articles, upcoming school events, and parenting tips.

2. Let parents know you are on Twitter in newsletters, the school website, and in your email signature.

3. Pick a hashtag to represent your school PTA (ie #WildcatsPTA) and encourage parents, students, and teachers to use it to talk about school events and fundraisers.

+ Why planning posts matter for Twitter

   + When you develop **creative** content and **repeat** it effectively, your posts have greater reach – meaning more people **share them** and your message is more effectively communicated.

Superb Social Media Strategies

+ Measure & Evaluate

+ Check key metrics, you need to know what is working and what isn't.

+ Evaluate plan and adjust based on successes and opportunities

+ Keep trying new things – change is guaranteed and productive
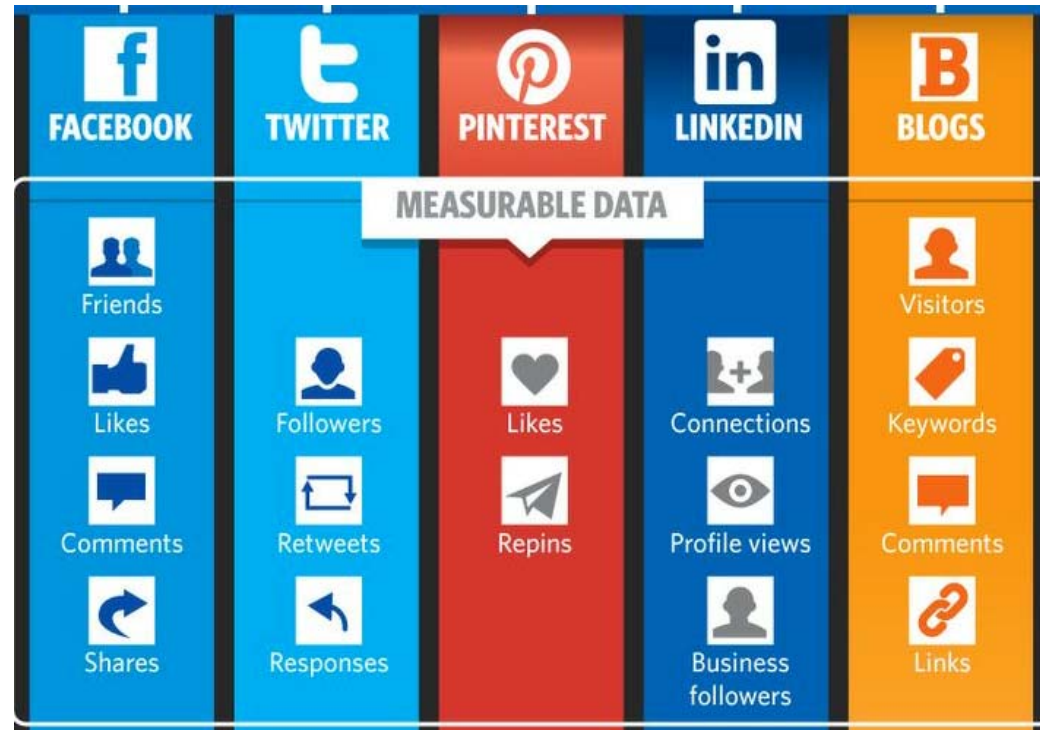
Your Newsletter Action Plan

+ **Use The Resources You Have Available**

+ You don't have to be a professional designer to create a quality newsletter.

+ Use the resources you have and are comfortable with. If it works for you, it works!

+ **Microsoft word has tons of great templates** that will give you the starting point for a great newsletter.
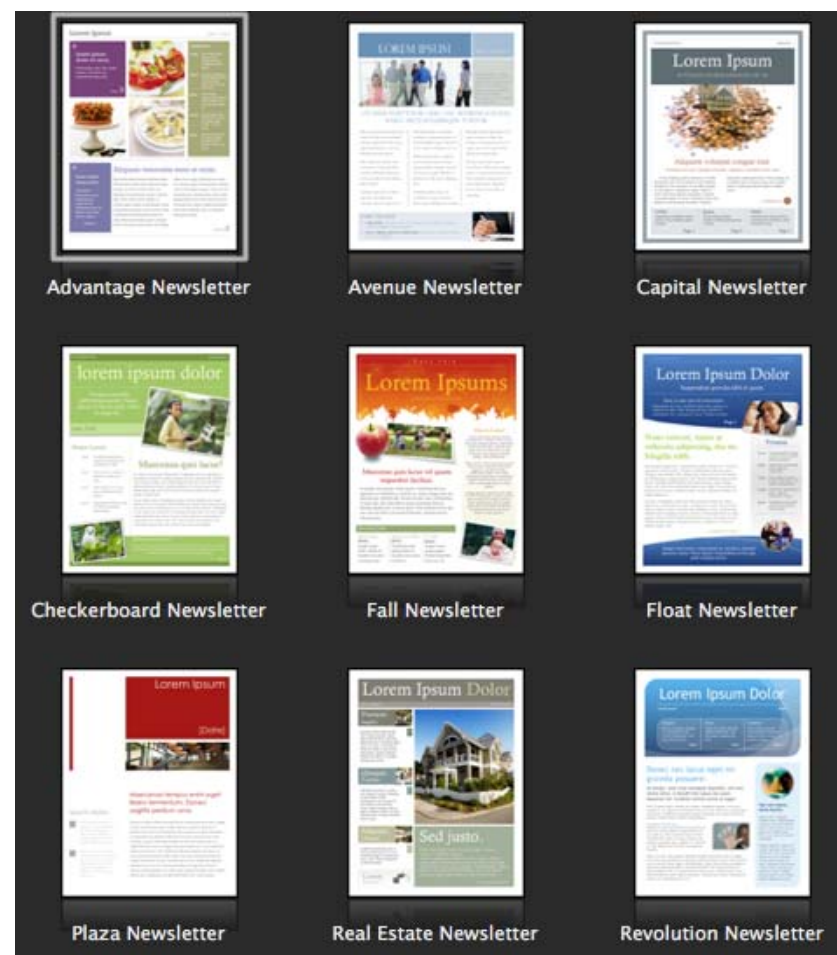
Your Newsletter Action Plan

+ **Frequency and Consistency are Important**

+ Plan a regular time that you will distribute your newsletter. Weekly, monthly, quarterly – whatever you and your unit decides – and stick with it.

+ The more consistent you are, the more people will read and expect to see what you have written.

+ Schedule a regular day and time that you work on putting together your newsletter (and put it in your calendar like any other important appointment).
  + This allow those that are contributing to your newsletter to know exactly when things are due.
  + It will help you to keep on track and on schedule.

Your Newsletter Action Plan

+ **Be Specific With Your Requests**

+ People want to help you but they want to know exactly what to do, what you need and when you need it.

  + Instead of asking "Will you write for our newsletter?"

  + **Ask "Will you write me 200 words to follow up with the Spring Carnival? I need it in two weeks."**

+ By providing specifics, you provide direction, accountability and support. Be confident in sending reminders & follow up.

Your Newsletter Action Plan

+ Set Realistic Deadlines and Prepare for Reminders

+ Do you know who is busy? Everyone. Don't compromise what you need, but also realize what everyone needs enough time to get work done.

+ When requesting newsletter information, provide about two weeks for each request.
    + If you provide them with less time, they might not be able to get it done
    + If you provide too much time, and they just might forget.

+ Ask those that are regular contributors to send things in on the same day each time – this will give them the consistency to remember, and you the time to schedule editing.

Andrea Battaglia <andreab@mopta.org>   Feb 5 ☆ ↩ ▾

to Aisha, Amy, Carla, Christine, Donna, Dorothy, Jennifer, Jennifer, Kenya, Kim, Krissy, Lisa, Lori, Marilyn, Meagan, Michele, MOPTA, Norvel, Pat, Patty, Rebecca, Sarah, Sonia, ▾

Hello!

The March Contact Edition will have some articles about "Luck" - and how it takes hard work to be lucky. Please send everything by Sunday, February 21.

The April Contact Edition will have some articles about "Reflections" - with us looking back at this past term and reflecting, but also mentioning much of Reflections (see what I did there?). Please send everything by Sunday, March 20.

If you have a story, tip, photo, recipe, Pinterest pin, article - anything - you need to send it to me!

Encourage the units in your area to contribute something also! Remind them they need to contribute for awards - have them send pictures, articles (or be a pinner for me) by emailing contact@mopta.org.

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Your Newsletter Action Plan

+ **Include These Items In Your Newsletter**
    + Calendar of upcoming events
    + News and successes from PTA
    + Information to know who members / officers are
    + Officer contact information
    + Important school contact information
    + President's update
    + Ways to volunteer or donate
    + Advocacy information
    + Other Resources available
    + Pictures – people love pictures!
    + Missouri PTA and National PTA resources to supplement information in your newsletters (steal our stuff! Seriously! Just give credit where credit is due).

Your Newsletter Action Plan

+ **Consider Online or Social Media Options**

+ Determine what is the best way to reach your parents and school. A printed newsletter is great, but it's not your only option.

    + You could also write a blog style newsletter
    + Send a PDF newsletter electronically
    + Start a Facebook page or twitter account
    + Start an email group and send regular updates via email.

Why do you need a website?

+ Communication, Communication, Communication!

+ We live in a mobile society, and PTA needs to meet the needs of our members.

+ Can your PTA be found with a google search? Members are looking for you.

+ Your Information is readily available 24/7

What information should you provide?

+ Current News – What is happening at your school?

+ Calendar of Events

+ Your PTA Info
  + What is the mission
  + What are your goals
  + What does the PTA do for your school?

+ Volunteer Information - opportunities and signups

+ How to join – Membership Information

+ Contact us – How do parents contact your PTA if they have questions

Donate

It's also important to include:

+ Fundraising Information

+ Meeting Agendas and Minutes

+ Board Member Contact Information

+ Links to your social media apps

+ Donate button

+ Include helpful links - District website, MOPTA website, etc.

First Impressions Matter

Your website is a voice for your PTA, so make a good impression!

YOU NEVER get a second CHANCE TO MAKE A Great FIRST IMPRESSION

Reminders......

+ Keep your information up to date - remove old news and fix broken links. If your site looks neglected or the information is old, they might not be back for another visit.

+ Your pages should be clean and well organized.

+ Use photos, pictures and graphics to enhance your website.

+ Proofread and check your spelling.

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Suggestions for Website Tools?

Paid Sites

- Cloud a la Carte - www.cloudalacarte.com

- Wordpress PTA Theme - www.web-savvy-marketing.com/store/Deborah

- Parent Teacher Network - www.webptn.com/ptn

NEW WEBSITE COMING SOON...

Free Options

- Click Here 2 Volunteer - www.ch2v.com

- HomeworkNow - www.homeworknow.com

- RelayBuilder – www.relaybuilder.com/pricing

- GroupSpaces – www.groupspaces.com

Your Communication Resources

↗ **Contact us for assistance with Branding, Communication, PR, Advertising, Social Media**

↗ **Amy Blakemore, Missouri PTA Information/Technology chair amyb@mopta.org**

↗ **Andrea Battaglia, Missouri PTA Contact Editor andreab@mopta.org**

↗ **Kristina Wilmouth, Missouri PTA PR Chair kristinaw@mopta.org**