

# Electronic Communications

## Social Media

Guidelines for social media remain the same as for every PTA publication.

- Maintain PTA's high standards of respect and courtesy.
- Observe the PTA's [nonpartisan](#), [noncommercial](#), [nonsectarian](#) policies, "do no harm" to an individual or an organization, and be knowledgeable about PTA positions.
- PTA social media site administrators should be appointed to review the site posts and messaging daily, if not more frequently.
- Follow the guidelines established by each social media site. Use the Photography Release form available in [English](#) and [Spanish](#) when publishing photographs.
- Be cautious with censorship. Social media sites encourage members and partners to share insights freely. Remove postings or comments to your social media pages or accounts only when they violate PTA social media standards of respect and courtesy, or violate our nonpartisan, noncommercial, or nonsectarian policies. [Refer to National PTA Social Media Tipsheets.](#)

## Website

A website is a useful tool for promoting and providing resources. It is usually the first point of contact for persons interested in finding out more about your PTA.

- **Plan the design and content of the website strategically.** Simplicity is the key to user-friendly design.
- **Budget for website development and maintenance.** Websites may be hosted by the county office of education, the school district, or by a service provider paid for by the PTA.
- **Do not post** PTA bylaws, minutes and financial reports on the website except in summary form.
- **Update your website content regularly.** Forward approved copy to the website manager with requested posting dates and removal dates.
- **Link to information on the California State PTA, National PTA websites, council and district websites.**
- **Permission should be obtained** prior to posting any name, photograph, or contact information on a website. Observe [copyright laws](#). Use a Photography Release form, available in [English](#) and [Spanish](#).

## PTA Email Accounts

Create PTA position-specific email addresses, e.g. ABCPTAPresident@xxx.com, called email aliases. The email alias does not change from year to year but is passed on to the position successor. Email alias

addresses are set up to automatically forward email to the personal email accounts of board members. Update email aliases, forwarding addresses and passwords at the beginning of each term.

## Email Distribution Lists

Email distribution lists are a cost-effective and efficient way to share information with committees, board members and the membership. Some service providers allow a user to set up a group distribution list at no charge. Blind-copy recipients to avoid publicizing members' personal email addresses. Abide by the email limitations of personal email service providers to avoid triggering spam filters.

Provide an unsubscribe option. Honor all requests to unsubscribe.

## E-newsletters

**An e-newsletter** is a time- and cost-effective way to share information with a large number of people. Typically it is an informational update sent via email to members of an electronic distribution list.

Use an online marketing company to send e-newsletters. Such companies offer excellent e-newsletter templates and allow your PTA to create distribution lists that are not limited by personal email restrictions.

Graphic elements are blocked for some email recipients. Use a text-only format or send an email that includes the hyperlink to a newsletter posted on the PTA website

Convert your newsletter to Portable Document Format (PDF) before emailing to ensure that all recipients can open the document. Include a link to the Adobe PDF Reader website so members can download the PDF reader free of charge.

Keep the e-newsletter brief. Provide short summaries for each topic, adding links to additional information available on the unit's website.

For template and design ideas, refer to the [California State PTA e-newsletters](#).