# Social Media & PTA Advocacy

## Green
- National PTA
- California State PTA
- Your District PTA
- Your Council PTA
- Your County Office of Education
- Your School District
- Your School
- Your PTAs events
- Ed100
- Items pre-approved for distribution

**Go for it!**

## Yellow
- Other State PTAs
- EdSource
- California Department of Education
- State elected officials: Governor, Assembly Members and Senators
- Federal elected officials: President, Members of Congress, Senators
- Legislative Analyst’s Office (LAO)
- Allied Agencies
- Other PTA officers

**Think*Research*Ask**

## Red
- Political Parties
- Support for a political candidate
- Federal legislative positions or national issues that differ from the National PTA position
- State legislative or ballot positions that differ from the California State PTA position
- Local ballot, tax or bond positions that differ from your PTA council or district position, OR those you haven’t voted to support
- Anything that is mean spirited, accusatory, or not true

**Not from a PTA account**

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National PTA and/or California State PTA positions can be found on the following websites:

- [http://capta.org/focus-areas/advocacy/position-statements](http://capta.org/focus-areas/advocacy/position-statements)
- [http://capta.org/focus-areas/advocacy/resolutions](http://capta.org/focus-areas/advocacy/resolutions)
- [http://capta.org/focus-areas/advocacy/current-legislation](http://capta.org/focus-areas/advocacy/current-legislation)

Elections and candidates have their own section in the California State PTA online Toolkit:

- [http://toolkit.capta.org/advocacy/election-campaigns](http://toolkit.capta.org/advocacy/election-campaigns)

Quick responses are important for social media; so this guide can help you feel comfortable re-tweeting, sharing and posting on social media. Some pre-planning can also help with quick responses. BUT always remember, if in doubt leave it out. This is offered as a guide it is not an all inclusive list.

Be respectful | Be honest | Be discreet | Be responsible