

Corresponding Secretary

Burbank Council

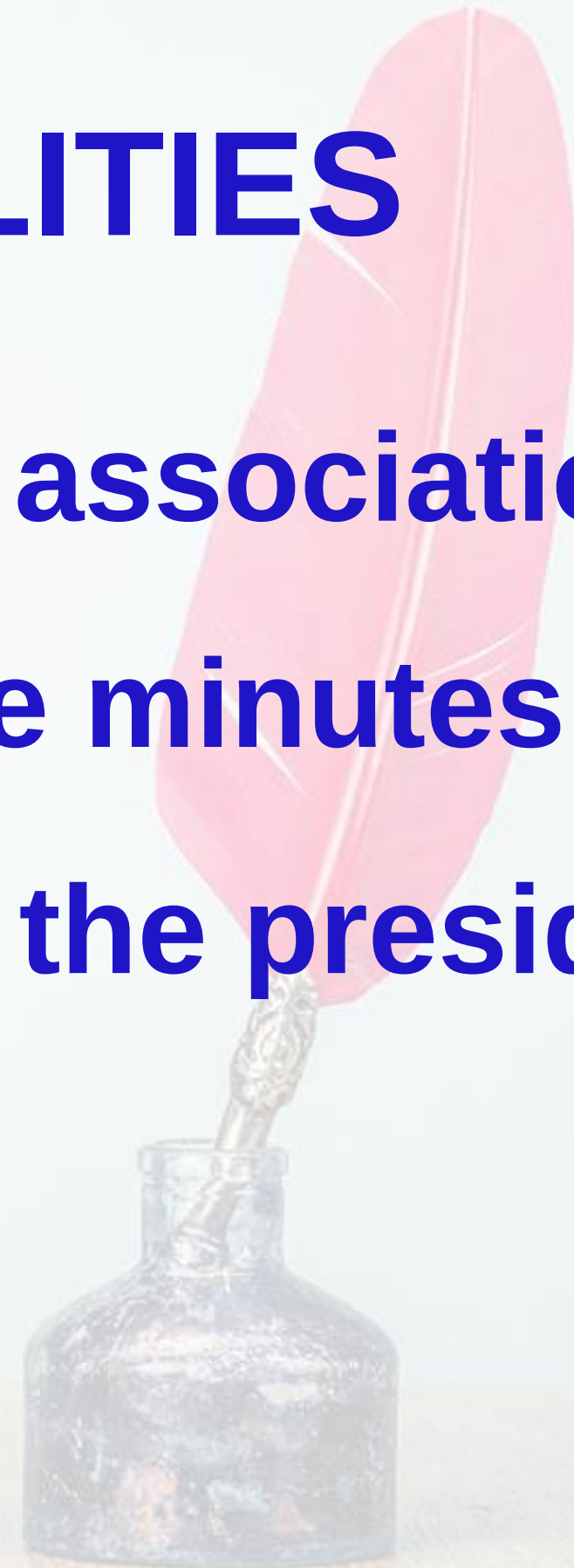
PTA[®]

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ROLES AND RESPONSIBILITIES

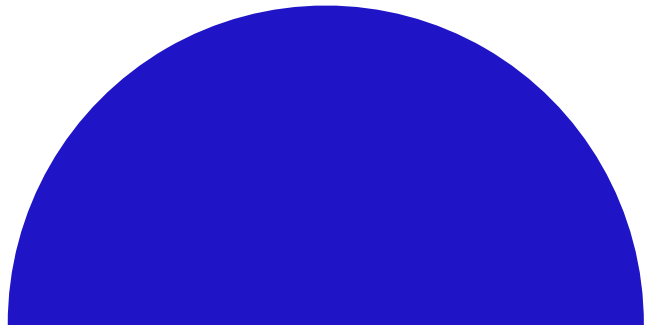
- **Meeting notices to board and association**
- **Reading mail received into the minutes**
- **Write letters as authorized by the president**
- **File letters and mail received**





ADDITIONAL DUTIES

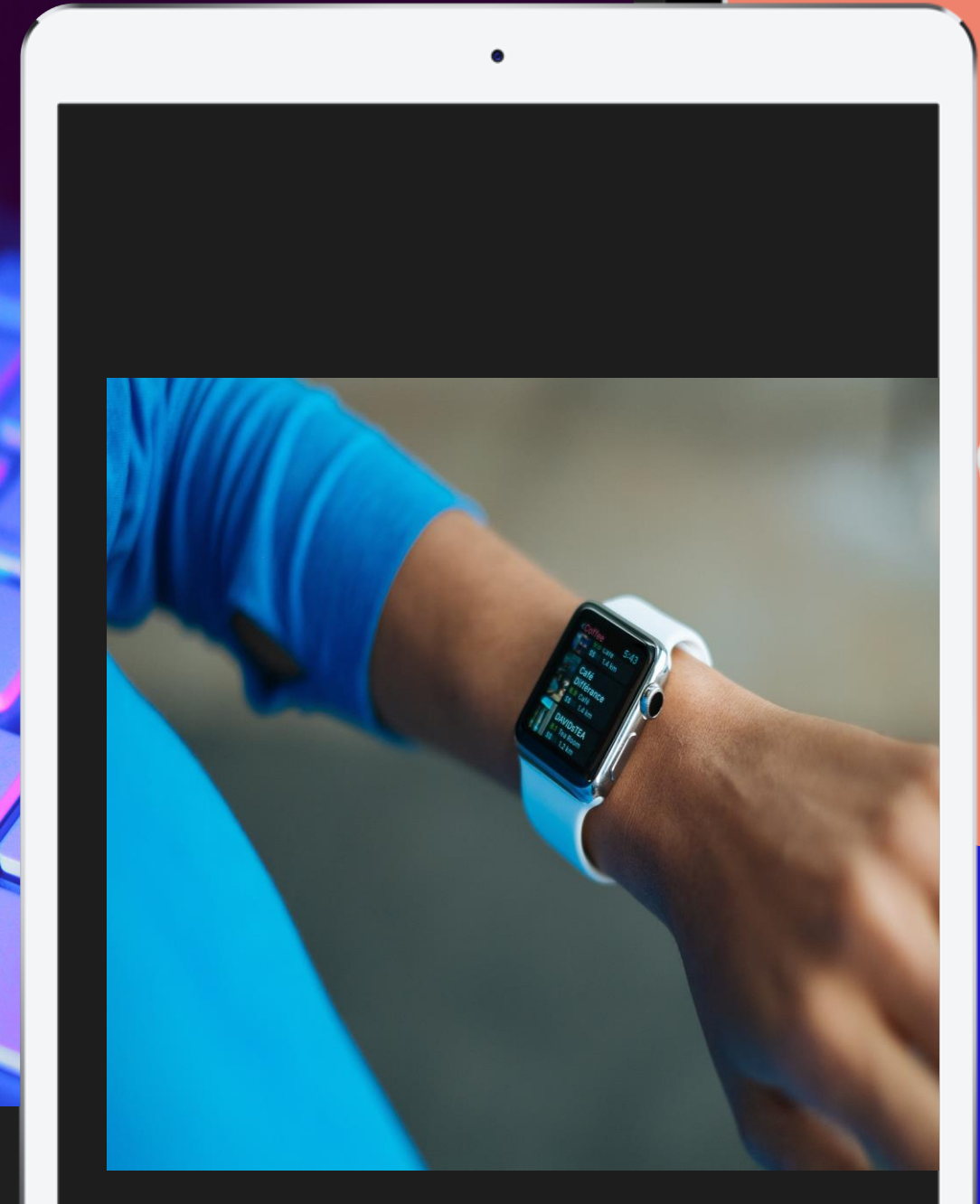
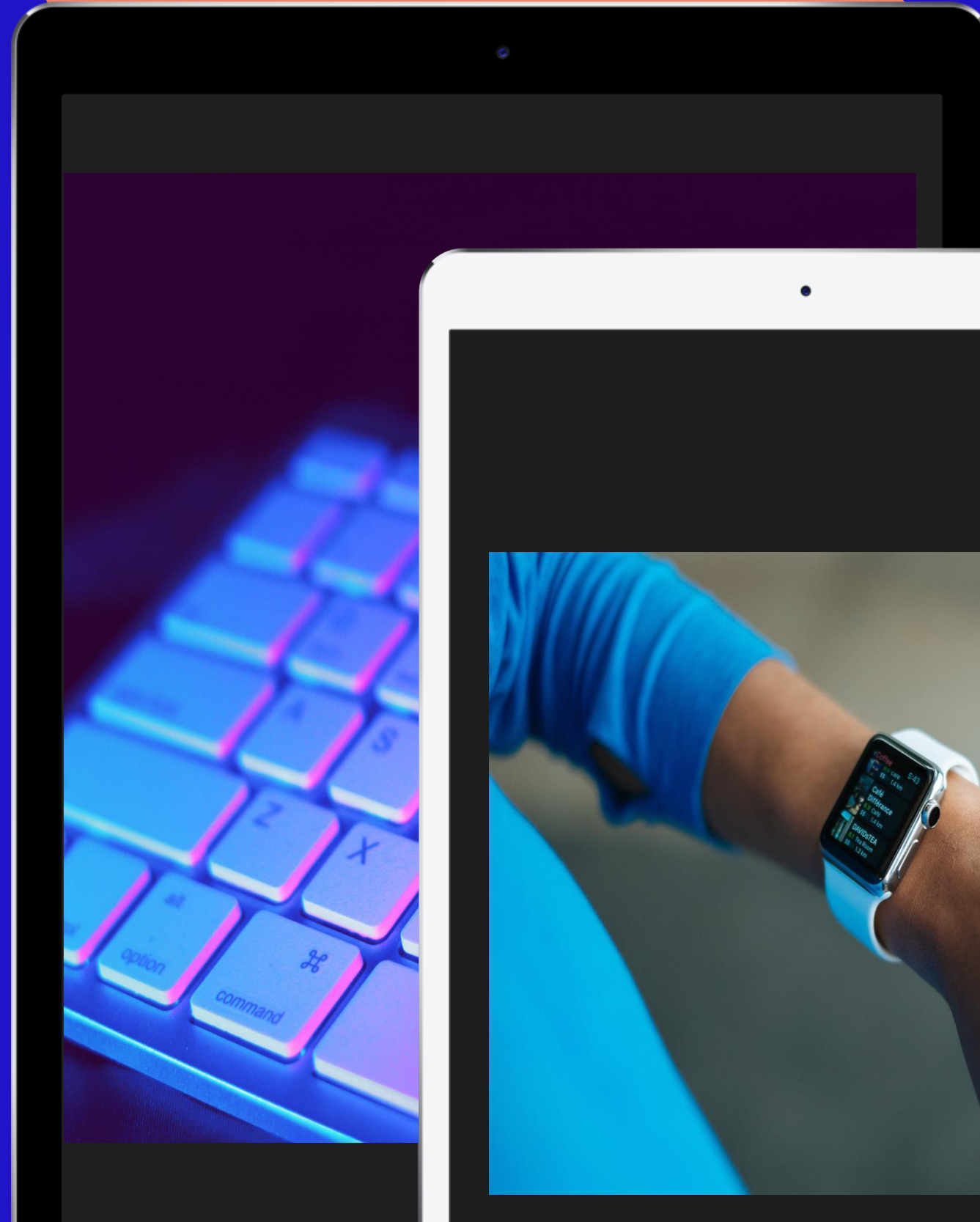


- **Maintain PTA Calendar of Events in a format agreed upon by the Executive Board and inform Executive Board of upcoming dates**
 - **Advise Executive Board on appropriate necessary communications, keeping track of upcoming events, notes of appreciation for completed events**
 - **Notify the school community of upcoming PTA elections**
 - **Assist the President by sending paper and/or email notices about monthly meetings**
 - **Compose and send thank you notes, invitations, and other letters as needed**
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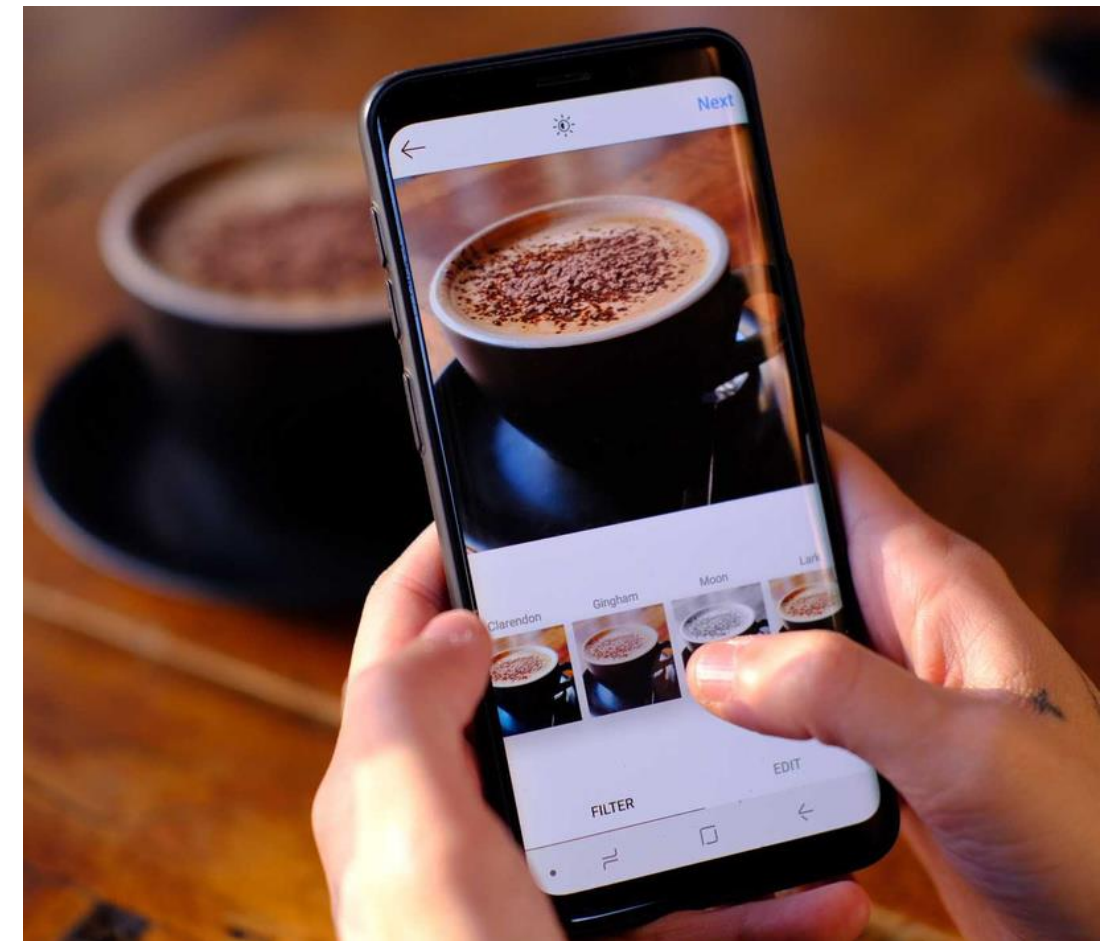
Corresponding Secretary
Social Media/Communications
Chair

Platforms for Communications



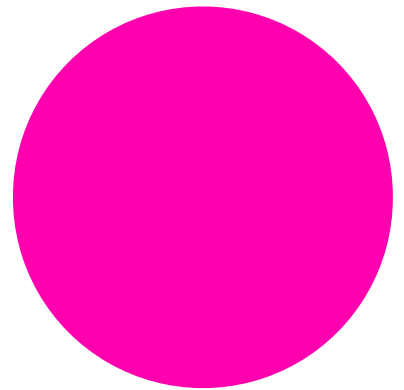
PTA Communications Streams

- **Social Media; Twitter, Facebook, and Instagram**
- **School Newsletters**
- **School Email Distribution**
- **PTA Newsletters**
- **PTA Email Distribution**
- **PTA Website**
- **Flyers**
- **Display Case**





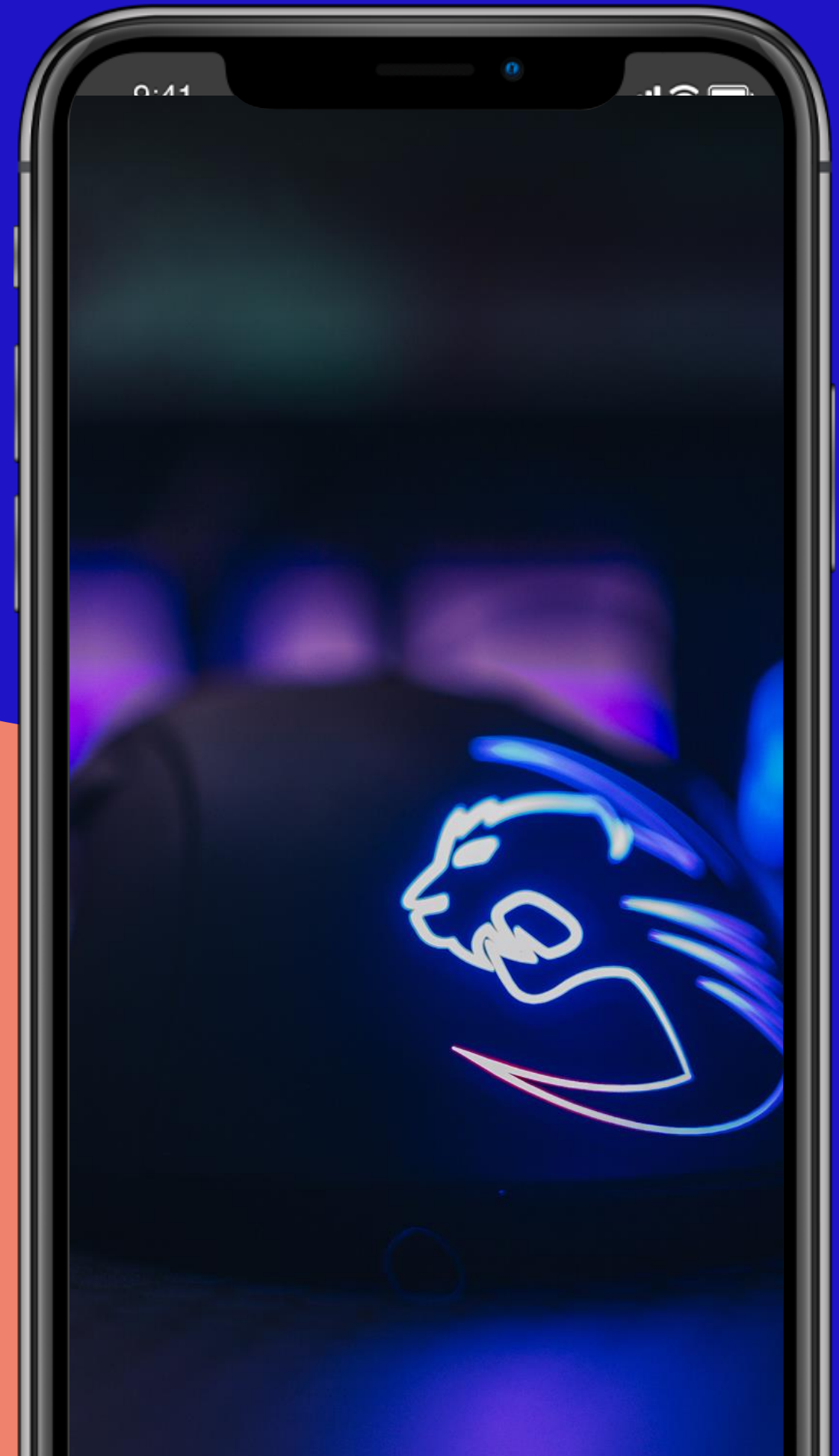
Additional Avenues of Communications

- **PTA Bulletin Board**
 - **Press releases**
 - **Personal letters**
 - **Evite or other electronic invite mediums**
 - **School Announcements (Work with administrators, and the Principal to inform the school and community about PTA programs and events.)**
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Determine a schedule for displays and all announcements for these PTA platforms to reflect pertinent initiatives or activities.



ADMINISTERING PTA SOCIAL MEDIA SITES



- **Have at least two Administrators (i.e., President & Communications Chair) per site. Even though the President is responsible for approving material, a PTA may have a communications plan with pre-approved content and general guidelines.**
- **Some sites (i.e., Facebook) allow contributors or multiple administrators, so adding specialized contributors can allow greater flexibility and faster response time. Set guidelines ahead of time about what each contributor can and cannot post.**
- **Be sure all logins and passwords are kept in a safe place and passed on to the next term's officers. Sites should be registered to generic emails for the officers so accounts along without interruption.**

CONTENT ON PTA SOCIAL MEDIA

Social Media posts should be PTA related and approved.

Highlighting special events, program grants, PTA and School deadlines, District and allied agency information is a good use of Social Media.



Allowing others to post on Social Media Sites

PTA Social Media sites (including websites) that are administered and owned by the PTA and not the school, do not need the principal's approval for posts.

If you do allow public comments or postings, someone will need to monitor the site and decide what is appropriate. Inappropriate or off-topic comments should be deleted. The PTA can decide to delete any comment or post it chooses.





What can you post on your PTA Website and Social Media sites?

Social Media & PTA Advocacy

GREEN	YELLOW	RED
Sources you can retweet or share immediately.	Sources you should consider/research before retweeting or sharing.	Sources you should never retweet or share from a PTA owned/named account.
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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
Go for it!	Think*Research*Ask	Not from a PTA account

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/resolutions>

<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>

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

**Refer to this chart when
deciding what to post for PTA.**

Photography Release

PHOTOGRAPHY RELEASE

Permission to use child's image, name and/or school.	Permission to use adult image, name, organization name, and/or title.
I, _____, (Print Parent/Guardian's Full Name) am the parent or guardian of:	I, _____, (Print Full Name) am an adult 18 years of age or older.
_____ (Print Name of Minor Child)	_____ (Print Title)
_____ (Print Name of Child's School)	_____ (Print School or Organization Name)

I hereby grant and assign the California State PTA, its units, councils, districts and legal representatives, the irrevocable and unrestricted right to use and publish for editorial, trade, advertising or any other purpose and in any manner and medium, including website and internet promotion, all **photographic, video, and digital images** as indicated below:

<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of my child.	<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of myself.
<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of my child with SCHOOL NAME.	<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of myself with SCHOOL NAME or ORGANIZATION.
<input type="checkbox"/> PHOTO / IMAGE of my child with my CHILD'S NAME, and my child's SCHOOL'S NAME.	<input type="checkbox"/> PHOTO / IMAGE of myself with my NAME, my ORGANIZATION, and/or my TITLE.

By signing this, I hereby release the California State PTA, its units, councils, districts and its legal representatives from all claims and liability relating to said photographs, video and digital images.

Date: _____

Parent/Guardian/Adult Signature: _____

Print Name as Signed: _____

Address, City, Zip: _____

Telephone: _____ Email: _____

Please complete and return to:

Before posting someone's image on your PTA website and/or Social Media, be sure to have them fill out the Photography Release form.



Need Help Jazzing up your Post!?



CAPTA provides Social Media kits and tips on a monthly basis.

<https://capta.org/socialmediakits/>

Apps and programs such as Canva, Adobe Spark Post, and Polish can help in creating eye-catching posts and backgrounds.

Questions?

Contact Us!

correspondingsecretary@burbankcouncilpta.org

Burbank Council PTA Website

www.BurbankCouncilPTA.org

California State PTA Leader Toolkit

www.Toolkit.CAPTA.org

National PTA Branding and Web Guidelines

<https://www.pta.org/home/run-your-pta/PTA-Branding-and-Web-Guidelines>

