

How to use social media as an effective communication tool

Which platform is right for your organization?

WE RECOMMEND:

Elementary: Facebook or Instagram | Junior high: Facebook or Instagram*

High school: Facebook, Twitter* and Instagram*

*Great tool for reaching students, too. Remember, only ages 13+ allowed on social.

Social media do's

- Share good news, such as student and staff awards, fun events and more.
- Share reminders, news and updates.
- Use images - more followers will see your posts. Smartphone photos will do.
- Check student opt-out status with office or teacher, and don't ID students unless there's a valid reason (award, etc.).
- Follow community partners, comment and engage. They're likely to reciprocate.

Social media don'ts

- Don't use your page as a one-way tool. Read comments and answer questions.
- Don't overload followers' feeds. Limit to two to three posts per day. Only share three to five photos in a single post.
- Don't participate in highly personal or political posts. Check your bylaws - political advocacy may be in violation. Save it for your personal page.
- Don't engage parents in confidential conversations. Refer them to the principal.

Helpful hints

- School support organizations are allowed to post school-related flyers through the school Peachjar account. Contact the school secretary for help.
- Canva.com is a great free design tool for making social media graphics and Peachjar flyers. Engaging visuals make a huge difference!
- Videos are awesome: Free apps abound to create video on your phone, including Magisto, Adobe Premiere Rush, GoPro Quik and Lapse It.
- Find other successful booster/PTO pages and follow their lead. For example, facebook.com/PomeroyPTO and instagram.com/zaharispto.