

Common Communication Channels Checklist

Channel	Checklist
Facebook	<p>The FB Blurb is shared with the communications team through email or FB Messenger 24 hours in advance of when I need it posted and it includes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Blurb text to be shared in the post <input type="checkbox"/> Images or full links <input type="checkbox"/> FB link to the event, if the post includes an event that is posted elsewhere (e.g. PTSA)
Weekly Bulletin	<p>The Thursday Bulletin Blurb is shared with the communications team by noon on Tuesday and it includes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Blurb text to be shared in bulletin <input type="checkbox"/> All details (e.g. date, time) <input type="checkbox"/> Links (e.g. SignUpGenius link, Zoom event links, PTA website links, email addresses). <p><i>Example: Thursday Bulletin 9/10.</i></p>
Monthly Newsletter	<p>The Monthly Newsletter Content is shared with the communications team one week prior to the publishing date (i.e. first Tuesday of the month) and it:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Is written in the format in which it will appear in the newsletter. <input type="checkbox"/> Includes any links, images <input type="checkbox"/> Links (e.g. SignUpGenius link, Zoom event links, PTA website links, email addresses). <p><i>Example: Thursday Bulletin 9/10.</i></p> <p>Narrative/ Flexible format. Aim to cap content at 250 words (can be less). If you require more, reach out in advance. September Newsletter Example.</p>
Cohort FB Groups	<p>The Cohort FB Group Blurb is shared with the communications team through email or FB Messenger 24 hours in advance of when I need it posted and it includes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Blurb text to be shared in the post <input type="checkbox"/> Images or full links <input type="checkbox"/> FB link to the event, if the post includes an event that is posted elsewhere (e.g. PTSA)