Communication Channels Guidelines

Channel	Content Type	Format	Deadline
Facebook	Best for events, fundraising, advocacy and equity pushes, educational resources, district news, and anything urgent.	**Post format**. Include any images to display with the post, as well as full links. If the post includes an event that is posted elsewhere (e.g. PTSA), include the FB link to the event. Can be sent to PTA FB over FB messenger.	At least 24 hours before need to post
PTA Blog	Best for less urgent, longer format information that we want to keep around for easy reference. If you post your own, label with the appropriate category and tags.	**Flexible format**. Can include more text and detail. Include any images to display with the post, as well as links (preferably embedded).	At least 24 hours before need to post
Weekly Bulletin	Events and urgent information. The goal for events/meetings is to have a full blurb with Zoom link in the bulletin for two bulletins before the event. Also good for linking to a blog post.	**Blurb format** (2-3 sentences). Include all details and links (e.g. SignUpGenius link, Zoom event links, PTA website links, email addresses). Thursday Bulletin 9/10 Example. Include how long it should stay in bulletin.	Tuesday at noon for that Thursday's bulletin
Monthly Newsletter	Best for more in-depth information about current PTA work and events. It has regular sections, but can spotlight any area with advance notice.	**Narrative/ Flexible format**. Aim to cap content at 250 words (can be less). If you require more, reach out in advance. September Newsletter Example.	Last Tuesday of the month for next month's newsletter
Cohort FB Groups	Similar to general FB posts above, but intended for the cohort audience. School specific-items such as volunteer asks, events, fundraising. Any general FB post can be shared w/ cohorts.	**Post format**. Include any images to display with the post, as well as full links. If the post includes an event that is posted elsewhere (e.g. PTSA), include the FB link to the event.	At least 24 hours before need to send
MemberPlanet Email List	Good for meeting reminders, meeting minutes. Can be used any time we need to communicate with general membership.	**Email format.** Draft email as you would like it to appear to recipients, including title.	At least 24 hours before need to send
Constant Contact	Rare, case specific.	**Email format.** Draft email as you would like it to appear to recipients, including title.	At least 24 hours before need to send