Social Media – 140 Characters
Amplifying Your Advocacy-NYS Style!

NYS PTA
Summer Leadership Conference 2017

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140 Characters: Amplifying Your Advocacy
Who currently uses any of the Social Media tools listed at the left? (Personal/PTA/School District)

How many of you use them to advocate with?

How many of you are interested in using them?
Workshop Objectives

An interactive discussion about…

1. Social media platforms
2. New features you should try
3. Advocacy best practices
Why Social Media is Important

- Engage and connect with people
- Immediate feedback – like, dislike, love!
- Reach broader audiences
Why Social Media?

With Social Media
- Total and First Control of “Message”
- Information Posted so Fewer Calls
- All Correct Information Front and Center
- Gets People more Involved by “Opt-In”

Without Social Media
- No Control Over “Message”
- More Phone Calls to Return
- Misinformation more Likely
- Hit and Miss Involvement
Using Social Media as a Tool

- Facilitate Information
- Interact with Public – 2-Way Communication
- Get Others to Spread the Word
  - Meetings
  - Advocacy/Educational Materials – ie. How to Talk at Parent/Teacher Conferences
  - Example-“Pink Slime” Updates; Consumer Reports Safety Alerts
- Keep it Fresh
Using Social Media Strategically

- Tag policymakers
- Be responsive but don’t “feed the trolls”
- Check-in to state capitols
- Take photos and document your day
- Share, reuse and repurpose National PTA content
- Don’t be afraid to go LIVE!
Using Social Media Strategically

- Schedulers
- How to tag
- Creating Themes for particular Days
- Schedule out Advocacy Topics
- Use Tip Sheets – help you to figure out how often
Facebook

- Most popular social media channel
- Facebook is big for PTA
- Facebook is ideal for video content
- Use Storify to tell a story – i.e., Regents meetings
Facebook Tips for going LIVE!

- Go live from phones, tablets and computer - as long as you have a webcam
- Go live when you have a strong internet connection
- Tell people ahead of time when you’re going to broadcast
- Interact with your viewers in comment section

Going Facebook live at Convention???
Twitter

- **Twitter** is where the pulse of big events live
- LIVE-tweeting
- Great for multiple posts, direct responses and messaging, GIFS/images

**Advocacy Tip**: Tag policymakers in tweets and retweet them when appropriate.
Case Study: New York State PTA

Advocate From Your Seat!

NYS PTA Annual Convention, November 2015

“Press Pause” is a new advocacy campaign based on NYS PTA positions that seek to suspend the linkage between educator evaluations and student test scores.

#NYSPTA calls for immediate pause in the link of APPR & test scores thru 2016-17. Get the reform right first. #PressPause

@NYSA_Majority
@NYSenate
Case Study: New York State PTA

Live Tweeting Team at Events

• Plan and prepare in advance:
  1. When possible, draft messages and save in phone notes ahead of time, to be ready to plug in when needed
  2. Look up Twitter handles prior to event
  3. Establish hashtag(s) to be used

[link](storify.com/Nysptatwitter/nys-pta-region-legislative-events-march-4-2017)
Virtual Lobby Day

- Provide message(s)
- Provide Twitter handles
- Provide email addresses
- Provide hashtag(s)

Case Study: New York State PTA
Voter Voice

- **Voter Voice** is our Take Action Software
- We connect many of our social media posts directly to our Issues Briefs in Voter Voice
- You can sign up anytime during the year
Blogging

The Voice of NYS PTA

This page provides thoughts and commentary from the President of the NYS PTA. From time to time, columns from this page will appear in the New York Parent Teacher printed publication. The New York Parent Teacher, is distributed to unit/council presidents and is also available from the Members Only section of the website. (To subscribe to this link as an RSS feed, please click on the link “Subscribe to Posts (Atom)” located at the bottom of the postings.)

Tuesday, March 5, 2013
Sequestration

Dear PTA Members:

In a devastating move against public education, Congress has decided to proceed with a federal budgetary process called “sequestration.” As you’ve most likely heard in the news, this means a 5% across-the-board cut to domestic spending, which includes federal funding for education.

The process was to go into effect on Friday of last week and National PTA has shared with us that “unfortunately, the outlook for education funding in the coming weeks is looking less than rosy.” Upon implementation, sequestration will result in approximately $2.4 billion in cuts to education programs – leaving students, schools, and families short changed starting in the...
Pinterest is a great way to tell your advocacy story through sharing compelling images, infographics or fact sheets.
Instagram has more active users than Twitter: 600 million monthly active users.

Bring experiences to life with clean and compelling imagery.

New features: Instagram Stories and Live.
Social Media Tips

**Facebook Tips**

- **Page Dimensions:** 612.0 x 792.0
- **Page Images:** Various social media icons (e.g., Facebook, YouTube, Pinterest)

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**Twitter Tips**

- **Tweet:** A small social platform that allows users to share information about products, services, or events. Using only 140 characters, users can include links to web content, images, and videos.
- **Always include a link:** Tweets with links have an average higher engagement and are more likely to be shared.
- **Tips:**
  - Stay fast and informative.
  - Use Twitter hashtags to include relevant topics and keywords.
  - Engage with your audience by responding to comments and direct messages.

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**Instagram Tips**

- **Instagram:** A fun and easy way to share your life through a series of photos and short video clips. Organizations use this platform to share their stories in a visually appealing way.
- **Tips:**
  - Use hashtags relevant to your content.
  - Engage with your audience by liking and commenting on their posts.
  - Post content that showcases your school’s experiences and achievements.

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**Download the digital copy at**

**PTA.org/SocialMediaTips**
Questions?