

PTA Meeting - Committee Chair Orientation

Send content to: Communications@abelincolnpta.org

Weekly EBlasts- we send this out every Sunday at 9 am (special EBlasts during the week can be arranged). We only include PTA-related content on the EBlast; some exceptions have been made with OK from the PTA President and Communications committee.

Communication co-chair contacts: Caitlin Ramos, Jen Waha-Smith, Kara Brown

Please include the following information

- Title to be used; Subtitle- your tagline or more details
- A concise description of the events...who, what, when, where, why, cost/no cost, etc.
- Images you want used with the event (see Graphics section below)
- URLs for SignUps or supporting forms (in shared drive).
- Remember to share your plan to promote with us (include date range you want it posted)
- Please send at the very latest Friday at Noon prior to that Sunday's E-Blast.**

Sign up for EBlasts from our homepage at the "Stay informed" section. Note: an upload occurs at the beginning of the year once the DirectorySpot list is obtained.

PTA Website: abelincolnpta.org

Communication co-chair contacts: Becky Mulligan (calendar/event posts) and Don McKenzie (web layout/design/posts)

Calendar of Events - see your event listed. Calendar icon on home page or calendar link in EBlast

News – see info under the News (posts can also be shared via social media).

Program/Clubs pages- you can find these pages under Programs by grade. Events do not have pages, they are listed in the calendar. Updates can be made to Program pages.

Social Media

Communication co-chair contact: Carol Seidel

Facebook and Instagram – Like/follow our FB/IG pages; we post all events/topics from EBlast on FB/IG at the beginning of each week. If you miss an EBlast, you can request it be posted here until the following week. Lincoln community events can be shared here as well.

Graphics

Communication co-chair contact: Julie Caldwell

The Graphics lead can help put together an evergreen graphic via Canva to support your program/event. Please allow one week for your graphic to be made just in case we need to make updates to the first version. **Urgent graphics can be requested up to Wed prior to Sunday's EBlast.**

Other points:

- All of the above co-chairs (including President) are on communications@abelincolnpta.org Google group email. It's best to send anything communications related to this email. If you want to reach one of us specifically, please find our contact on DirectorySpot, or call us out specifically on the communications group email. If no one has replied to your email, please reach out to us again. However, one of us typically replies within 24 hours (we try to get back to you so you know it didn't go to junk mail).
- Communications can also help with updating Google group emails for committees. Send a note to Communications group email. These Google group emails for your committee are recommended since they can go to multiple folks on your committee. Note: there is no log in to this Google group email, it simply forwards to all the emails listed under the Google group.