

Stoneleigh PTA Communications Guidelines

General Suggestions about Communication:

- It is important to get the word out to recruit volunteers, advertise, and increase general awareness of your event. You should also write about it after it has happened and thank your volunteers in the Newsletter, ideally during the same week that your event takes place.
- Please limit your text length – people will read your entire message if it is short and to the point. Be sure to include your name and email/contact information in your email.
- When utilizing multiple communication media, space them out over the course of days or weeks before an event. It will help maximize the effectiveness of spreading your message and avoid inundating families with the same notice multiple times in a short period.
- Social Media is an excellent resource for spreading the word about your event. It has a more narrow reach than the other vehicles so it should be considered a supplemental resource.

Ways to communicate with the Stoneleigh community:

*Prior to printing any hard copies of flyers, posters, or banners, please show your final draft to your assigned VP for proofreading.

- *Stoneleigh PTA Newsletter*: Published via email/web weekly on Tuesday, the Newsletter carries brief announcements about all upcoming Stoneleigh academic and PTA events. It is the primary communication vehicle for all purposes including: advertising (pre-event), communicating about your event once it has happened, and recruiting and thanking volunteers. To keep the newsletter friendly and readable, please keep the message succinct. Newsletter messages about your event should be submitted online at <link to form for communications> by 5pm on Friday of the week before you want them published. Messages for the Newsletter will be limited to 500 characters and may be edited for content.
- *Stoneleigh Email List*: A secondary vehicle to be used when your message missed the Newsletter on Tuesday, the email list can be used for items such as final notices about events, changes in time/date due to weather, etc. To demonstrate respect for our parents' time, we will send stand-alone e-blasts in the following instances only:
 - For emergency information (e.g., school closures due to weather)
 - Time-sensitive district or school-related information (e.g. changes to MSA or PARCC testing)
 - At the specific request of the principal



- *Stoneleigh PTA website:* stoneleighpta.org is the best forum to exhibit general information about your committee and the additional details of your upcoming events that could not fit in the newsletter announcement. Your committee's web page and the PTA home page with upcoming events are available to Stoneleigh community at all times. Request updates to your committee's web page by sending details to stoneleighpta.comms@gmail.com.
- *Stoneleigh PTA Facebook/Twitter:* Facebook posts do not reach as broad an audience as the newsletter, but can be used to supplement other communications efforts. Using the communications form <link to form>, indicate that you would like a Facebook post with your event communications. Facebook posts can be scheduled so the earlier we have your event information, the better we can schedule the posts. Remember, we have no control over the Facebook algorithm and cannot control who sees the post. It is best to use it as a secondary vehicle.
- *Backpack Flyers*:* While we try to do as much as possible online, you may want to send out flyers for your event. There are templates for flyers, both half and full page, on the Communications section of the website <link to flyers>. Please print them only on the bright yellow paper found in the volunteer room. Please send to your committee's VP for approval. as these must also be approved by Mrs. Hollenbeck.
- *Posters*:* These may be placed around the school to advertise your event. Please check with committee VP about putting your poster up. He/she will confirm with Mrs. Hollenbeck.
- *Stoneleigh Room Parents:* Stoneleigh Room Parents are volunteers in our children's classrooms who signed on to help organize and participate in "classroom activities" (versus PTA events). Therefore, we ask Board members to limit their use of Room Parents as a communication vehicle to class or grade-level specific events as much as possible. General, school-wide fundraisers and other community-wide events should focus on the other, above-mentioned communication vehicles as much as possible. In all cases, please limit requests to Room Parents to one communication per event as much as possible. All requests to forward information to Room Parents should be sent to the VP for volunteers Gerri Nichols.