

## Cougar Ridge PTSA Communications How To...

You may be wondering – how do I think about advertising and marketing for my event? Below are all of the different options to advertise via PTSA communication channels! Please think ahead – as a general rule, you should start planning your communications 6-8 weeks ahead of your scheduled event. For bigger events, like the Auction, the timing starts well before that. Your VP and the VP of Communications are here to help at any time!

### Possible communication channels to consider:

#### **1) PTSA Bobcat Blast – Weekly (sent out Sunday night, due Thursday by midnight)**

- a. The deadline for the week's Blast submissions is Thursday by midnight. This deadline gives time for the Blast to be reviewed on Friday before it is sent out on Sunday. Send submissions to the Blast coordinator (currently Kim Beaudoin: kim.beaudoin@gmail.com).
- b. Any event that is within 2 weeks of the Blast send date will be included in the "upper" section which is Upcoming Events. Any other event that needs advance notice will be included in either a "Save the Date," "Other News," or "Volunteer Opportunities" section.
- c. The copy is written by the person requesting a submission - twitter like, short and sweet information. The Coordinator will edit as necessary. If small edits are made that do not take anything significant away from the submission, the Coordinator will just do it without notifying the person in charge. However, if he/she has to make greater edits, he/she will work directly with the person submitting to make sure we get in the important information, just with fewer words.
- d. If the submission includes a link, *please make sure that you check that link!* This is an especially important point at the beginning of the year, as many times we link to a page on the PTSA website that may have last year's information and hasn't been updated. Please contact the Webmaster if a website link needs to be updated.
- e. The Bobcat Blast is reserved to bring attention to only PTSA-sponsored or related events, as well as certain school-related events or dates at the discretion of the Coordinator, VP of Communication and the Co-Presidents.

#### **2) School-wide Communication from the Office (Cougar Ridge eNews, etc)**

- a. No email blasts should be requested of the office (currently Wendy Floyd) without prior authorization from your VP and the VP of Communication.

#### **3) Take-home Flyers (also known as KidMail)**

- a. All events (with the exception of major fundraisers – e.g. auction, Fun Run) are allowed no more than ONE KidMail. This prevents parents from being overwhelmed by too much information being sent home and also helps the environment by minimizing paper use.
- b. *Please get approval from your VP to send out a flyer to all students for any event.*

- c. All flyer content must be approved by your VP and the VP of Communications prior to publication/send.
- d. If there is a return form expected, please create a file for collection in the office.

#### **4) Website**

- a. All information in the Bobcat Blast is automatically put on the home page of our PTSA website. If you need additional information included on the site, please contact the Webmaster (currently Catharine Holtan).
- b. Please give at least 48 hours' notice of any information needed on the website to the Webmaster.
- c. For bigger programs with a larger web presence, like the Spelling Bee, please give at least one week's notice.

#### **5) Facebook page**

- a. The PTSA Facebook page can be used to advertise events and post information. Please contact the VP of Communications ([communications@cougarridgepts.org](mailto:communications@cougarridgepts.org)) for postings.
- b. Please do not post any pictures of students or write students' names on the Facebook page.

#### **6) Room Parent Emails (sent out on Wednesdays, due Mondays by 5pm)**

- a. For pre-approved events, we sometimes use room parent emails to communicate extra information for events or to request volunteers. If you are sending a room parent email, information should be more than what can be advertised through the Bobcat Blast. *Please check with your VP, VP of Communications and/or the Co-Presidents before requesting a Room Parent email.*
- b. Events are each allowed no more than ONE room parent email (with the exception of major fundraisers).
- c. Room parent emails MUST be sent first to the VP of Communications ([communications@cougarridgepts.org](mailto:communications@cougarridgepts.org)) for approval by Mondays at 5pm and will be distributed to room parents by their coordinator (currently Jennifer Harrington) that week on Wednesdays.

#### **7) Bulletin Board and the Reader Board**

- a. The Bulletin Boards at the front and inside of the school, as well as the reader board, are great ways to advertise your events. Contact the Executive VP (currently Bonnie Hanson and Marcie Lewis) to reserve space for your event.

#### **8) Other Websites**

- a. Please do not post information about your events or photos of students on outside websites such as Nextdoor.com and Facebook parent groups (e.g. Lakemont Moms) without approval from the VP of Communications. This is for the safety and privacy of our students.

**Please contact Amy Himowitz at [communications@cougarridgepts.org](mailto:communications@cougarridgepts.org) for direction if you have any questions on how to advertise your event!**