

# Communications Quick Start Guide

## Job Description

Volunteers who champion your communications and outreach efforts provide your PTA the tools necessary to market your PTA, create eye-catching communication pieces and to assist you with developing an online presence for your PTA.

## Duties at a Glance

- Maintain a procedure book (traditional or electronic)
- Complete a Plan of Work and submit for approval by the Local PTA board
- Develop a public relations plan with measurable results, like growing membership
- Form partnerships and collaborations with businesses, civic groups and organizations in the community
- Develop key relationships with members of local media outlets (radio, television, newspaper)
- Submit media releases and public service announcements (PSAs) for PTA activities and sponsored events
- Develop a relationship with communications or public relations staff at your school and administrative office
- Create and publish a PTA newsletter on a regular basis
- Create a PTA website and/or social media account and keep both current
- Review and become familiar with bylaws and standing rules of the PTA
- Review Texas PTA Social Media Policy
- Become familiar with and follow the branding guidelines presented by National and Texas PTA
- Attend Texas PTA Leader Orientation
- Take advantage of training from Council, Area, Texas and National PTA
- Become familiar with the National and Texas PTA resources

## Important Dates

June	National PTA Convention
July	Summer Leadership Seminar
July	Annual Convention held in conjunction with Summer Leadership Seminar (Odd-numbered years)
October 15	Fall Membership Reporting
February	Rally Day at the Capitol (Odd-numbered years)
February	Texas PTA Family Engagement Conference and Annual Convention (Even-numbered years)
March 15	Spring Membership Reporting

## Resources

Texas PTA Communications Resource Guide  
Texas PTA website  
National PTA website

[Available for purchase or free download at www.txpta.org](http://www.txpta.org)  
[www.txpta.org](http://www.txpta.org)  
[www.pta.org](http://www.pta.org)

## Contacts

Texas PTA  
Texas PTA Communications Department

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