



Tips from the Communications Committee Deer Crossing Elementary School PTA

Contact:
Communications@dcespta.org
Website@dcespta.org

Find Out First

Only the Communications Committee Chairperson and the PTA President are able to send Find Out First requests to the school Administrator for distribution.

If a committee chairperson or designated committee member would like to send a Find Out First message:

Step 1

Send draft message or bullet points to Communications Chairperson at communications@dcespta.org and copy PTA President at president@dcespta.org at least 2 days in advance of when you would like it to be distributed.

*If you would like your message sent on a specific date, please specify in your message.

Step 2

Communications Chairperson will review the message and move forward with approval process. Find Out First messages must be approved by Ms. Routzahn and are distributed by Ms. Morris.

Step 3

You will receive confirmation that your request has been sent for approval and distribution.

Bulletin Boards

Bulletin board and display cases will tend to be updated each month to go along with a PTA theme, fundraiser, season, or holiday.

If a committee chairperson or designated committee member has a suggestion or request for a bulletin board/display case theme/idea please send them to the committee at communications@dcespta.org **no less than the month prior** to when that display would be needed.

Bucks Blast Newsletter

Bucks Blast is distributed on the **first of each month** via MemberHub and Find Out First.

If a committee chairperson or designated committee member would like to include information in the monthly Bucks Blast Newsletter:

Send draft message or bullet points to communications@dcespta.org **no later than the 25th of the month prior** to the first of the month when the newsletter will be issued.

*i.e. send information no later than August 25th to be included in the September 1st Buck Blast Newsletter.



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MemberHub Messages

If a committee chairperson or designated committee member would like to send a message via MemberHub:

Send a draft message or bullet points to communications@dcespta.org **at least 2 days in advance** of when you would like it to be distributed. *If you would like your message sent on a specific date, please specify in your message.

Social Media

If a committee chairperson or designated committee member would like to have information posted to social media pages:

Send draft message or bullet points to communications@dcespta.org **no later than the 25th of the month prior** to the first of the month. *i.e. send information no later than August 25th to be posted in September.

If you have a Canva image you would like to use for the post, please ensure the image is visible to the DCES Group in Canva and note that there is an image in Canva for use. Or attach the image you would like to use for the posts to your email. Please keep in mind the aspect ratios required by Instagram are different than Facebook.

We will be utilizing the Facebook Publishing tool to schedule posts for the following month in advance. If you have communications that come up during the month, please send them to communications@dcespta.org **at least 2 days prior to when you need to post made** so that it can be worked into the schedule posts.

Website

Send an email to website@dcespta.org and communications@dcespta.org with your request **at least 1 week prior** to when you need to . Your request should include what information you want published to the website and the location on the website that you believe the information should be published.