

15 Back-to-School Ideas for Social Media



Social media is a great tool to help build community during back-to-school time. It helps your group directly and immediately interact with parents, creating a “real time” relationship that feels accessible and personal. The trick to using Facebook and Twitter effectively is not to repeatedly blast parents with pleas to get involved but to showcase what’s wonderful about your community so they will want to be a part of it.

With Facebook and Twitter, your group can let parents know who you are, ask them for their opinions, show them the great work you do, offer them helpful information, and give them a sense that they belong.

Here’s an action plan for using social channels in the first weeks of school. These posts work best on Facebook, but modified versions can be tweeted, as well. (Also check out our [“Social Media 101”](#) guide if you need help getting started.)

- 1. Introduce yourself!** Post a photo of the executive board on Facebook. Make it friendly and warm (not like you sit on a corporate board). Ask people to Like the post and you’ll start generating engagement. Try a comment such as “We are ready for a great year! Click LIKE if you are, too!”
- 2. Hand over the 411.** Provide parents with links to information they’ll need throughout the year, including your group’s calendar of events, a copy of the bylaws, the meeting schedule, and the committee chair contact list.
- 3. Make the principal part of the team.** Run a photo of the principal with contact information. (Get clearance first!) If the principal is willing, throw in a few fun facts to make her more “real” (favorite food, favorite movie, and favorite time of year, for instance).
- 4. Get momentum going for your back-to-school night.** Announce your event a few weeks ahead of time with a post including the date, time, and place. Do you have a flyer? Take a screenshot and post it as a photo with the announcement.

Follow this up a week later with a creative event reminder. For example, tell your community about something special or different about this year’s event. Having a guest speaker? Include a photo. Or let folks know if you’ll be offering copies of our *Jump In!* magazine and parent packs.



- 5. Show your school spirit!** Post a photo of your school mascot, or a group of students, or even the school building and grounds, and ask people for input with a question like “What do you like most about our school?” Make sure to Like people’s comments and try responding to them directly (“Great idea!” or “I’m with you!”).
- 6. Publish reminders about important back-to-school information.** Is there an open house before the first day of school? Any changes to drop-off procedures? Parents are getting this information from the school, but your group can help get the word out, too.
- 7. Share an illustrated quote** that sums up the spirit of your parent group. Select one that will inspire people to get involved. Check our free [clip art gallery](#) for some inspiring quotes. People love quotes and will share them with their own Facebook friends.
- 8. Document the first day of school.** Take a series of photos throughout the first day and create a photo album for Facebook. (Remember to get permission to use photos of children.)
- 9. Post a link (or two!) to useful articles and resources** for families on transitioning back to school, such as our SchoolFamily.com article [“10 Ways To Help Your Child Successfully Return to School”](#) or a piece on helping families [save money on back-to-school shopping](#).
- 10. Send early thank-you notes.** Say thanks to volunteers who have helped with school startup programs. Include photos if possible.
- 11. Take a poll.** Ask your community, using the Facebook polling option, to vote for their favorite PTO or PTA event. List your top three or four and discover what people enjoy the most.
- 12. Put a spotlight on the students!** Is there a student council or student government at your school? Feature them in a Facebook post with a photo and a quick summary of their top three goals for the school year.
- 13. Promote your first meeting.** Get creative. Make up a riddle or give a hint about a door prize. Post a silly photo to catch people’s attention and ask them to come to the kickoff meeting. Highlight babysitting if it’s available!
- 14. See whether your parents can play “Guess Who?”** Ask a few teachers to pose with their backs to the camera. Post each photo and ask parents to guess who it is. Run a front-facing photo the next day to reveal the answer.
- 15. Ask for input.** Give families a chance to feel invested by asking for help to name or rename something—perhaps the PTO newsletter or a family event. Offer a few choices of names and ask for a vote. Select the most popular choice.

