

Alameda PTA Communications Submission Guidelines

For the website, Facebook and NewsNotes

The Alameda PTA has three primary communication tools that are used to keep our community informed of school related events, activities and news. These include:

1. The Alameda Elementary website: <http://www.pps.net/alameda>
2. The Alameda Facebook page: <https://www.facebook.com/PPS-Alameda-Elementary->

NewsNotes is a weekly e-mail published and distributed by the Alameda PTA Communications Committee. It is only distributed to our community members who opt-in. Generally NewsNotes is distributed on Thursday afternoon.

All content is due one week in advance of publication. NewsNotes submissions must be e-mailed to newsnotes@alamedaschool.org by **5 p.m. on Friday for inclusion the following Thursday**. Submissions should include the following information:

1. Name of person submitting the request.
2. E-mail address of person submitting the request.
3. The Title you would like to suggest we use for your news.
4. The content you want included in NewsNotes.*
5. Additional content you would like included on the website.
6. Any images you would like included with your submission.
7. Any attachments/documents you would like to link to (i.e. an order form, PDF flyer).
8. Number of weeks you would like for this to be included in NewsNotes.

* We suggest 100 words or less. Keep it brief and specific! Please write in the third person, not the first person. If you want to include contact information other than the name and e-mail of the person submitting the request, please provide that information with your submission.

The Communications Committee will review and approve your content for publication by Monday. The content you submit will be used as appropriate for NewsNotes, the Alameda website and the Alameda Facebook page. The Communications Committee **may** also be able to assist with producing flyers and posters to help promote your event or activity. For additional support like this please e-mail vp-communications@alamedaschool.org.

Acceptable Content

The Alameda PTA will only include content directly related to Alameda Elementary or the Portland Public School District. Because the volunteers doing all of this work have our hands full

just keeping up with the school, PTA and Foundation communications our PTA can no longer provide communications support for outside organizations.

Individuals or organizations wishing to reach the Alameda community have several options:

1. The school has made a "community" bulletin board available in the lobby of the school. You may post here following the guidelines on that board.
2. You could publish your announcement on Facebook and tag Alameda Elementary.
3. If you are offering an after-school enrichment class or activity AT Alameda Elementary, please refer to the guidelines on the "Alameda School Enrichment Programs" site which is managed by a parent volunteer. The site is located at:
<https://sites.google.com/view/alameda-school-enrichments/>