

Twin City PTA 7.6.46

Staying Connected

Many families from Twin City Elementary felt a bit adrift when the school closed in March. Students missed their teachers and teachers missed their students. Their Facebook page became a way to enhance connections. The school's principal came up with the hashtag #tcetigerslearn. The PTA leaders invited families to use this hashtag when sharing what their students were learning at home. Families also created graphics to showcase their creative ideas. Everyone loved seeing familiar faces as they read in the sunshine, learned how to bake, or tended to gardens. These posts can be found on Facebook using the hashtag #tcetigerslearn.

Strategy

By capitalizing on the ubiquitous nature of Facebook, the Twin City PTA leaders found a way to maintain connections with the Twin City Elementary community. Also, by using this public forum, the leaders illustrated the power of PTA to a wider audience.

Welcoming Kindergartners

As summer approached, Twin City PTA members began fielding questions about kindergarten registration. (The fun registration event was, of course, canceled.) For many families, having a child start kindergarten is incredibly exciting, but due to the pandemic, these families were missing out on some of the fun. Building on their success with staying connected via Facebook, the PTA leaders decided to feature these “Future Tigers” in graphics on their Facebook page. They also started using the hashtag #futuretcetigers, which allowed teachers and current Twin City Elementary families to “meet” these incoming kindergartners. This helped new families to feel welcome. These (adorable) graphics can be found by searching for the hashtag #futuretcetigers.

Strategy

Building on the success they had with staying connected to their school community, the PTA leaders found a way to reach out to incoming families. This clever marketing campaign will serve them well as they reach out to families in the fall to join and participate in more PTA events and activities.