



National PTA[®] Social Media: YouTube Tip Sheet



YouTube is the social web site that lets people upload online videos and participate in free video-sharing, commenting, liking, and re-posting. YouTube allows registered users to put their videos and share video clips online and share with others.

Reference: Mansfield, Heather (2011) A How to Guide for NonProfits: Social Media for Social Good. USA:McGraw-Hill

- 1. Create Your Story.** The main goal of YouTube is to tell a story with video, music, pictures, etc. This can then be shared with your PTA members, parents, teachers, school administrators, and your community.
- 2. Fun and Informative.** Storytelling on YouTube is meant to be fun, creative, and informative.
- 3. Searchable.** Be sure to tag your videos so they can be searched and found by PTA members, parents, teachers, and anyone interested in the PTA mission.
- 4. Comments.** Social media is about engaging and creating a conversation, so be sure to enable comments on your videos.
- 5. Content Sharing.** Some of the best and more engaging aspects of YouTube is the ability to share among other platforms. Do not forget to share your own videos on other PTA platforms and encourage your members and followers to share as well.
- 6. Tagging Gold.** Tag sponsors and supporters whenever possible; this will help them to keep up with what you are doing and engage them more. Plus it gives them greater visibility among your PTA members and supporters.
- 7. Channels.** YouTube has the ability to create a space that holds all the videos uploaded by your PTA group. Go to youtube.com/create_account. Be sure the username you sign up with is the one you want included on your channel.
- 8. Descriptions.** The description you give your channel should be short and simple. No one wants to read on YouTube; they want to watch a story of some sort.
- 9. Thank You.** Do not forget to do a “Thank you” video or a year in review video to promote your accomplishments and let volunteers know how much their work is appreciated. The shout outs are always a great way to get additional shares.
- 10. Encourage.** Do not forget to encourage your PTA board members, volunteers, students (if you are a PTSA), teachers, and families to engage and be active on your PTA page. This will help create a flow of information and sharing that will encourage everyone!

Most of all, do not forget to have fun, learn a lot, and remember that social media is just another resource for you, your members, and the parents and teachers that will help your members speak for every child with one, powerful voice!

If you want more information about how your PTA can best utilize social media, please contact our Communications Department. This tip sheet is one of many resources that National PTA offers members. Go to [PTA.org](https://pta.org) for more!

National PTA Social Media

Facebook - www.facebook.com/ParentTeacherAssociation

Twitter - [@NationalPTA](https://twitter.com/NationalPTA)

YouTube - [Youtube.com/nationalpta](https://youtube.com/nationalpta)

PTA Great Idea Bank - www.ptagreatideabank.org