

# Social Media 101 for Parent Advocates

My real name \_\_\_\_\_

Facebook username [facebook.com/](https://www.facebook.com/) \_\_\_\_\_

Instagram username [instagram.com/](https://www.instagram.com/) \_\_\_\_\_

Twitter username [twitter.com/](https://twitter.com/) \_\_\_\_\_

Hashtag ideas \_\_\_\_\_

Facebook group tips:

1. Form a group of affiliated parents, e.g., have kids at the same school
2. Set the group as “closed” (not “public”)
3. Start with a few friends, then ask members to invite their friends
4. Be an active administrator: keep posts on topic, delete spam, avoid controversial topics outside of school choice
5. Share links in the group, e.g., posts from *TX Charter Revolution*
6. Create events in the group, e.g., a park playdate

Top Ten Twitter challenge:

1. Use a hashtag in a tweet
2. Tweet an original photo
3. Tag a friend in a tweet
4. Re-tweet a news article
5. Mark your location in a tweet
6. Tag an elected official in a tweet
7. Quote tweet: retweet with a few words of commentary
8. Tweet a photo and tag someone in that photo
9. Tweet a call to action
10. Participate in a Twitter chat

Questions? Ask Inga Cotton

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- Message on Facebook at [facebook.com/inga.m.cotton](https://www.facebook.com/inga.m.cotton)
- @sachartermoms on [Twitter](https://twitter.com/sachartermoms) and [Instagram](https://www.instagram.com/sachartermoms)