

## Public Relations Publicizing

Chair: 2<sup>nd</sup> VP

- Children's Book Project
- Memorial Service (Local Unit decision as to who does this)
- Communication with members and community:
  - You Do NOT have to do all!
    - Have vice, asst., co-chairs or team leaders/members
  - Nor do you have to use all forms of communication

\*\*\*All these accounts are representing TRTA.

- They are not your personal accounts.
- Accounts will share one login and password. (See Password sheet)
- They must reflect TRTA values and policies. (See Facebook does and don'ts)

Email ( local unit email or MailChimp account)

Newsletter (mailed or electronic, free form or template)

Webpage (TRTA, other program and/or Shutterfly)

Facebook (page or group, public please)

Twitter (local unit account)

TRTA app (District Forum)

Other Media (newspaper, magazine, TV, radio)

- 2 admins for each online account, 3 for Facebook
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  - They are not your personal accounts.
  - You will share one login and password. (See password sheet)
  - They must reflect TRTA values and policies. (See Facebook does and don'ts)