



## Island Park PTA Communication Guidelines

The following outlines the communication channels available for use by PTA VPs and Chairs:

**Eagle E-news:** To communicate any event or news specific to the Island Park community. This should be the first means of communicating events to the IP community and requesting volunteers. Please refer to [Article Submission Guidelines](#).

- Reminder: article, listing and photo submissions for the Eagle E-news are due by **12pm on the Tuesday before the E-News is sent**. This deadline gives the Editor and VPs of Communications enough time to fine tune and get content approval from IP and the PTA President. **Please refer to the Communications Calendar for deadline dates.**

**Constant Contact:** For use when information needs to be sent to the entire school. This can be used as a reminder 1 or 2 days prior to the event, to request volunteers, and provide important information that is timely and not available for the Eagle E-News.

**Facebook:** To communicate any events or news specific to the IP Community. Articles in the newsletter will be posted on FB by the editor automatically. For a one-off or last-minute request please contact VPs of Communications @ [communications@islandparkpta.org](mailto:communications@islandparkpta.org)

**Flyer:** To communicate or promote Island Park PTA events or news. Each event chair is responsible for making the flyer and posting it on the PTA bulletin board, with approval from relevant VP. Once a flyer is created, please also send it to the VPs of Communications for further marketing.

**Room Parent:** This is for use only for grade level or class specific information.

No communication should be sent home via backpack mail without the authorization of the PTA president(s) and the Island Park principal.

If you have any questions regarding the above, please contact VPs of Communications at [communications@islandparkpta.org](mailto:communications@islandparkpta.org)