# CRPTO Communications
## Content and Submission Guidelines – VPs and Chairs

**CRPTO**
*visit www.crpto.com*

## The Blaze Newsletter and CRPTO.com

**Content Guidelines for The Blaze, our CRPTO Newsletter, and CRPTO.com**

1. CRPTO newsletters include ONLY information about programs, activities and events sponsored by CRPTO (if CRPTO funds it or manages it) and may contain CRS or District news and information, as appropriate and/or approved by President.
   1. CRS and District-wide news must be approved by the CRPTO President.
2. Articles and information about an after-school activity **must be** sponsored by the CRPTO and approved by the CRPTO President. (Example: Student Government Dance)
3. CRPTO newsletters do not publicize information about community activities that take place in school buildings, or community activities in which teachers are involved. (Example: A teacher might be a coach of a club sport that uses school facilities. This is a private organization, not a school-sponsored sport, so it is not included in the newsletter.)
4. CRPTO newsletters will always focus on informing the CRS Community of our mission, to raise funds and to hi-light CRPTO sponsored programs, events and activities.

**When submitting an article for The Blaze, our CRPTO newsletter**

1. Articles for The Blaze should be submitted TWO WEEKS in advance of when you'd like them published and NO LATER than WEDNESDAY of each week.
   a. Newsletters are sent to the CRS Community via Constant Contacts EVERY week on Sunday evenings or Monday mornings based on school calendar
2. Articles should be submitted in Word format
3. All documents (flyers and forms) should be submitted in .PDF format
4. All pictures and clip art should be submitted in .JPEG format
5. Articles should include:
   a. Dates
   b. Times
   c. Location
   d. Contact information
   e. Pricing, if applicable
      i. Please include links, Sign Up Genius information, website or any other applicable information
6. Articles should be 250 words or less
7. All programs, events and activities should be promoted BEFORE, DURING and AFTER
8.

**When submitting content for CRPTO.com**

1. Content for CRPTO.com should be submitted 30 DAYS prior to the event/program/activity OR MORE based on the type of event/program/activity
    a. Please work with the President and VP Communications to determine when your event/program/activity should be submitted
2. Content should be submitted in Word format
3. All documents (flyers and forms) should be submitted in .PDF format and will be downloadable from CRPTO.com
    a. If you want the document to also be visible then it must also be submitted in .JPEG format.
4. All pictures and clip art should be submitted in .JPEG format
5. Content should include:
    a. Dates
    b. Times
    c. Location
    d. Contact information
    e. Pricing, if applicable
    f. Please include links, Sign Up Genius information, websites, or any other applicable information
6. Content should be 250-1000 words
    a. Content can be discussed with the VP Communications if you are questioning size
7. All programs, events and activities should be promoted BEFORE, DURING and AFTER
8. All content should be submitted via the Google Doc Drive (Programs & Activities or Events)

# Social Media (Facebook, Instagram & Twitter)

**When submitting content for Social Media**

1. Social Media content should be submitted 30 DAYS prior to the event/program/activity OR MORE based on the type of event/program/activity
    a. Please work with the President and VP Communications to determine when your event/program/activity should be submitted
2. CRPTO programs, activities and other CRPTO updates will be posted biweekly, unless more promotion is necessary.
    a. CRS or District news and information may also be posted and must be approved by the CRPTO President.
3. Content should be submitted in Word format
4. All documents (flyers and forms) should be submitted in .JPEG format.
    a. Most Social Media sites do not support .PDF
5. All pictures and clip art should be submitted in .JPEG format
6. Content should include:
    a. Dates
    b. Times
    c. Location
    d. Contact information
    e. Pricing, if applicable
    f. Please include links, Sign Up Genius information, websites, or any other applicable information
7. Content should be 250 words or less
    a. Content can be discussed with the VP Communications if you are questioning size
8. All programs, events and activities should be promoted BEFORE, DURING and AFTER
9. All content should be submitted to communication@CRPTO.com

**VP and/or Chair Social Media Responsibilities**

1. Each VP and Event Chair are asked to "Like" and "Follow" each CRPTO Social Media channel
    a. Facebook – Copper Ridge PTO
    b. Instagram – Copper Ridge PTO
    c. Twitter – CopperRidgePTO
    d. Remind – Join the @CRPTO Classroom
    e. Pinterest – Copper Ridge PTO
2. Each VP and Event Chair are asked to
    a. Like, Share and Comment on CRPTO Social Media posts
    b. Invite committee members and friends "their" Facebook Events
    c. Provide pictures and information during Event that can be used on Social Media Channels
        i. A Dropbox folder is set up or you may send to communicaitons@CRPTO.com
    d. Provide Sponsor information and tags, if applicable

# Social Media Guidelines for CRPTO

1. Facebook - Primary Social Media Channel for CRPTO
   a. Points followers to CRPTO.com
   b. VP Communications posts all CRPTO programs, events and activities
      i. Events are loaded into Facebook in August so followers can see the yearly events
      ii. Events are promoted as year "rolls out" and events conclude
         1. First event, "Open House", to be posted two weeks prior. When event concludes, "Welcome Coffee", then "Curriculum Night", and so on.
         2. Events are then maintained by VP Communications with information provided from VPs and/or Event Chairs
      iii. CRPTO programs, activities and other CRPTO updates will be posted biweekly, unless more promotion is necessary.
         1. CRS or District news and information may also be poste and must be approved by the CRPTO President.
      iv. Each VP is asked to "Like" and "Follow" the Copper Ridge PTO Facebook Page.
         1. Each VP is asked to subsequently, like, share, and comment on all Copper Ridge PTO Facebook page content.
   c. Facebook Events
      i. Facebook Events are created by VP Communications
         1. VPs and/or chairs to submit event details.
            Content should include:
            a. Dates
            b. Times
            c. Location
            d. Contact information
            e. Pricing, if applicable
            f. Please include links, Sign Up Genius information, websites, or any other applicable information
            g. Images and videos during set up and during event
            h. Language should proper and friendly. No slang.
            i. Event chair should like, share and invite friends and committee members to help promote event
            j. Big events post 3x a week and smaller events post 2x a week, on average.
   d. Safety Precautions
      i. Visitors allowed to comment
      ii. People and other pages cannot tag our Page
      iii. Profanity filter is set to "strong"
         1. Specific word restrictions: vaping, jewels, thc, marijuana, mary jane
      iv. Naming
         1. Students: First Name and Initial of Last name (Susie S.)
         2. Adults: First and Last Name (Susan Smith)

2. Instagram - Visual marketing platform used to capture additional audience not on Facebook
    a. May point followers to CRPTO.com and/or Copper Ridge PTO on Facebook
    b. VP Communications posts all CRPTO events, programs & activities
        i. Dropbox may be used for collecting photos to be posted
        ii. Showcase CRPTO events, activities and programs
        iii. Weekly posting
        iv. BOD should "like" all posts
    c. We may consider following noncontroversial organizations:
        i. National Geographic
        ii. NASA
        iii. Other schools: elementary, middle, high school within SUSD
    d. Safety Precautions
        i. A CRPTO email address was used to set up Instagram account
        ii. We will not tag students
        iii. We will not follow parents or students
        iv. Notifications sent to VP Communications when comments are made
        v. Comment control set to "Hide Inappropriate comments"
            1. Currently the following words are specifically restricted: Vaping, jules, THC, Maryjane, weed
        vi. Avoid unfavorable/indescent photos of students
3. Twitter - CRPTO uses this social media option as a news platform geared towards businesses and to retweet Copper Ridge School activities and information
    a. All CRPTO Facebook posts are automatically shared on Twitter
    b. Opportunity to give CRPTO Sponsors (Carnival and Spring Dinner and Auction) recognition
        i. Tagging Sponsors is acceptable
    c. Vehicle for sharing Copper Ridge School activities
        i. Retweet all Copper Ridge School tweets
        ii. Retweeting by BOD helpful
    d. Safety Precautions
        i. Default settings block sensitive material
        ii. "Mute Notifications" allows us to mute words and phrases we do not want to see on our feed
        iii. "Advanced Filters" disables notifications from accounts we do not want to see
        iv. Do not use student's names when tweeting
        v. We currently follow all SUSD schools (to the best of our knowledge)
            1. We do not follow parents or students
4. Remind.com - Messaging application to communicate reminders to CRS parent community via text. OPT IN ONLY
    a. VP Communications sends constructive messages
        i. Event Reminders per the calendar of events
            1. Open House Event
            2. CRS Connects events
            3. Curriculum Night
            4. 9Book Fair

        5. Carnival and Gala dates & ticket sales

        6. Art & Garden Walk

        7. Early Release Alert

        8. No School Alert

        9. Conferences

        10. MSA deadline

        11. Spirit Wear Sales

        12. PTO Meetings

        13. Teacher Appreciation Week

   b. Parents must OPT IN to receive these text message reminders

   c. Remind.com is NOT used to communicate:

      i. Sign Up Genius

      ii. Education Support Fund

      iii. Middle School Sports

      iv. Passive Fundraising

5. Pinterest - Visual idea sharing platform

   a. Option to Tweet the Pins if we choose

   b. Important to have Event chairs provide images for the boards to Pinterest Committee Chair to publish

   c. Idea boards with topics such as:

      i. Art Masterpiece

      ii. Class Parties

      iii. Carnival Baskets

      iv. Meet Our Teachers

      v. Books to Read

      vi. Ideas for Our Families

   d. Safety Precautions

      i. Notifications should be set to "on" and "immediate"

      ii. Following other schools and community programs is helpful, but do not follow parents or students.

      iii. Do not collaborate on boards unless you know the actual person.