

Madden Elementary School PTO

Plan of Work

<b>Position</b>	Media Chair
<b>Position Type</b>	Elected - Board
<b>Role Overview</b>	<p>The Media Chair is responsible for maintaining the PTO Facebook page and website, as well as monitoring <a href="mailto:MaddenElementaryPTO@gmail.com">MaddenElementaryPTO@gmail.com</a> inbox.</p> <p>Emails should be responded to and forwarded to the appropriate Board member or Chair person within 3 business days.</p> <p>Maintain Auto-Reply with expectation of response time.</p> <p>If unavailable (vacation, etc) set appropriate Out of Office Message, auto-forward, or delegate alternate Board member to monitor inbox.</p>
<b>Budget for Role Activities</b>	

Required Activities	Start Date	Completion Date	Notes	Budget
Sponsor shout-outs	Monthly		Monthly shout-outs on PTO Facebook page per sponsorship level requirements	
Spirit Night Advertising	Monthly/As needed		Advertise Spirit Nights, ideally starting a week in advance of each activity.	
Volunteer Advertising	As Needed		Advertise as needed for volunteer opportunities, coordinating with VIPs.	
Fundraiser Advertising	As Needed		Advertise fundraising activities	
Activity Postings	Weekly/As Available		Post activity information, photographs, etc. to highlight the importance of PTO in the school	
Document Upkeep (Minutes)	Monthly		Coordinate with Secretary to post monthly Meeting Minutes to the website	
Other Postings as needed			Post information, photographs, etc. regularly to highlight PTO activities, needs, etc.	
Maintain Google "Public for Website" Calendar			Contents reflected automatically on maddenpto.org website	
Monitor inbox and disposition contents within 3 business days of receipt				

Resources