

ORCHARD HILLS PTO – VP PUBLICITY 2018-19

OH eBlast/OH Website/OH Social Media Accounts/OH email addresses

This document outline the contact information and submission protocol for the inclusion of newsworthy items (write-ups) on the Orchard Hills Website and/or in the Weekly (Sunday morning) OH eBlast which is sent to OH families using email addresses in Aeries on Sunday mornings via email. There is no longer an “opt-in” option per the District.

CONTACT INFORMATION FOR OH eBlast, OH Website & OH Social Media (Twitter, Instagram, Facebook)

For ALL submissions please email "ptopublicity@ohhawks.org"

This email address forwards to both **Jennifer Hendrix** (OH eBlast) & **Kori Morrison** (OH Website & Social Media)

WRITE-UP SUBMISSION PROTOCOL

- **Thursday Deadline:** If you would like a write-up included in a Sunday OH eBlast, please email the information by the prior THURSDAY. (NOTE: If your write-up is website-only, you may email it at any time).
- **Run Time:** If there is no specific end date for your message or event, please include how many weeks you would like your write-up to be included in the OH eBlast or on the OH Website & OH Social Media.
- **Write-Up:** The write-up for the OH eBlast is meant to be a short announcement about the event. We can always link the write up to a more lengthy description on the OH Website. Please include important dates, times and information for your write-up. We may adjust things creatively as needed (shorten or lengthen text, add photos, etc.) without impacting the original intended message. The OH eBlast is able to handle image attachments with write-ups, and can link to pages on the OH Website.
 - **Example Write-Up:**
TITLE: September 1st – Restaurant Night at Pieology!
WRITE UP BODY: Grab your family and friends...let's celebrate the beginning of the school year with a bang! The first fundraiser of the year will be held at Pieology at the Marketplace from 5pm-9pm on Tuesday, September 1st. Proceeds from this event will benefit the Orchard Hills PTO. In order for Orchard Hills PTO to get credit, please show them this **flyer** (link to flyer) in paper or on your mobile phone. See everyone there!
- The weekly eBlast uses the school calendar found on the website to update the calendar section in the actual eBlast itself. If your event has changed days/times/locations, please make sure to notify Jennifer and Kori at the PTO Publicity email address as sometimes changes don't always get communicated in a timely manner.

CONTACT INFORMATION FOR OH PTO Email Addresses

For inquiries regarding “ohhawks.org email addresses, please email "ohweb@ohhawks.org"

This email address forwards to KORI MORRISON.

General OH PTO EMAIL INFORMATION

- We currently have a list of PTO Board & Committee email address with the extension "ohhawks.org"
- These email addresses (ex: "ptopublicity@ohhawks.org") automatically forward to private email addresses (ex: jhendrix@hotmail.com & tom_n_kor@mac.com) so that we can use them for communication purposes instead of publicly posting our private emails.
- Beware that once you respond to an incoming "ohhawks.org" email, your private email address will be revealed to the person you are responding to.
- A full list of the “ohhawks.org” email addresses and the emails that they forward to listed on the PTO Board & Committee contact list that Kris & Amy distributed.
- If you are in need of an NEW email address for OH PTO Business, please email Kori at ohweb@ohhawks.org