

# CTA Communications Online Trainings

<https://www.cta.org/onlinetrainings>

Get the resources, tips and tools needed to effectively advocate online for our students, colleagues and public schools. Questions? [social@cta.org](mailto:social@cta.org)

## **Best Practices on Facebook**

**November 16, 2017, 6-7pm**

This training covers best practices regarding branding, logo development plus the technical how-to's in creating an association Facebook page. This session will also discuss the uses of closed, secret and public Facebook groups and provide advice on using Facebook Live.

**Register now at:**

<https://register.gotowebinar.com/register/5922147034513664770>

## **Social Media & News Media**

**January 11, 2018, 4-5pm**

How can social media enhance news coverage and promote community engagement? Take this webinar to find out! This session includes how to use CTA's talking points, advocacy writing for social media, and reviews what news media are looking for in terms of content and collaterals (news releases, photos, videos).

**Register now!**

## **Best Practices on Twitter & Instagram**

**March 15, 2018, 4-5pm**

Are you on Twitter and Instagram but not sure how to use it for advocacy and activism? This training shares best practices, great accounts to follow, how and why to create hashtags and real-life examples of how CTA members, leaders and chapters are using Twitter to promote education advocacy. Periscope and Snapchat will also be referenced.

**Register now!**

## **Visuals, Memes & Photography**

**May 17, 2018, 4-5pm**

Learn tips for taking great photos, creating beautiful videos and though-provoking (and entertaining) memes plus how, when and where these visuals can be used for member engagement, advocacy and community engagement. SnapChat and other visual platforms will be reviewed.

**Register now!**

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## **PAST WEBINARS**

### **Starting a Social Media Presence**

**October 5, 2017, 6:30-7:30pm**

Do you want your local chapter to have a social media presence but not sure where to start? Do you have a presence but not sure you're being effective? Not sure which social media platform to use? This training covers how to develop social media goals and strategies to address them. Learn about the benefits and challenges of Facebook, Twitter and Instagram.

**Get Resources from this Webinar at:**

<https://drive.google.com/drive/folders/0B3CaIFTwl6CoYXVqdINBR2JscG8>