



WUES PTO COMMUNICATIONS GUIDELINES

The overall goal for PTO communications is to help every PTO event and activity to be as successful as possible. We offer several avenues of communication to our school community.

- Blue colored columns below can all be submitted online through the PTO website at [SUBMIT MUSTANG NEWS](#)
- **Red colored columns** are additionally subject to school approval. These avenues of communication are not guaranteed and are not used for every event/activity.
- All content is subject to review and may be altered or declined as necessary. All content is subject to review and may be altered or declined, as necessary.

Type of Communication	Purpose	How to Request	Timing	How often?	Notes
Mustang News	Weekly PTO / Principal's e-newsletter, sent every Wednesday morning throughout school year.	Submit online no later than noon Monday of first week content is included. Link is attached below: - SUBMIT MUSTANG NEWS	Best to submit info at least 1 week in advance of your event, if not, latest by noon Monday before Wednesday publication.	Events/info will remain in Mustang News until no longer applicable.	Info to be submitted in a Who, What, When, Where, How format and should be as concise as possible.
Webpage www.westupto.org	Landing page for all things PTO - general reference resource.	Submit changes and requests for new pages online.	Plan ahead - Info will be updated as quickly as possible but may take up to 72 business hours for changes to be reflected.	Info will remain on all applicable website pages till chair notifies communications team of updated info.	Chairs to submit info and updates to their page(s) in a Who, What, When, Where, How format. Please include photos from previous events and/or current logos.

Type of Communication	Purpose	How to Request	Timing	How often?	Notes
<p>Monday Folder</p>	<p>Flyers are distributed to all students each Monday of the school year. This year, Monday Folder items will be extremely limited in number.</p>	<p>Submit requests online by not later than noon Monday of the week before proposed distribution. You will be contacted about whether it is approved or declined for printing.</p>	<p>Deadline information at left.</p>	<p>IF approved, an activity/event may be promoted through the Monday Folder <u>ONLY ONCE.</u></p>	<p>IF approved, PTO makes copies, counts and delivers to the school for distribution. Parents/volunteers are not permitted to put items directly into teacher boxes. All copies will be printed in black and white. Colored paper is optional; please specify which color you would like when submitting information.</p>
<p>WUES PTO Social Media Facebook@westupto IG@Westu_pto Twitter@westupto</p>	<p>Social media sources for all things WUES PTO.</p>	<p>Submit requests online. Twitter is mainly for emergency announcements and updated news from HISD.</p>	<p>In general, events will be added when registration opens. Events / activities can be promoted 1 month prior to the event.</p>	<p>Promotional posts will appear once or twice per week.</p>	<p>Plan ahead - Posts must be made around those already scheduled.</p>
<p>PR - Local News Sources</p>	<p>Submitted to local news sources.</p>	<p>Submit your info online, including a brief summary with pertinent information.</p>	<p>At least six weeks before event/activity you wish to have promoted.</p>		<p>IF approved, a press release will be sent to local sources - though we cannot guarantee the info will be picked up.</p>
<p>Grade Level Emails</p>	<p>Keep grade level reps and room parents informed about general school activities and grade level-specific info.</p>	<p>Customize emails for the recipient class - remove all forwarding info and include only relevant info. To request that an email go to room parents, send requests to both roomreps@westupto.org & communications@westupto.org.</p>	<p>VP Room Reps will advise.</p>	<p>Plan ahead- Frequency of recurring room parent emails varies from classroom to classroom (some weekly, but others only monthly).</p>	<p>Send ALL requests for these communications to both the VP Room Reps and the VP Communications (emails at left).</p>

Type of Communication	Purpose	How to Request	Timing	How often?	Notes
<p align="center">School Marquee</p>	<p>Posted outside the school. Content is limited to curriculum enrichment, school clubs and events, and thank-yous. Requests are subject to approval by both VP Communications and School Principal.</p>	<p>Request through VP Communications at communications@westupto.org who will communicate PTO-approved requests to school for further approval.</p>	<p>Submit at least 10 days prior to requested display date.</p>	<p>Each request / approval covers 1-time display only.</p>	<p>Requests made directly to the school without prior approval by VP Communications will not be considered.</p>
<p align="center">Morning Announcements</p>	<p>Read during the morning announcements. Content limited to curriculum enrichment, school clubs and events, thank-yous. Subject to approval by both VP Communications and School Principal.</p>	<p>Request through VP Communications at communications@westupto.org who will communicate PTO-approved requests to school for further approval.</p>	<p>Submit at least ten days prior to requested announcement date.</p>	<p>Each request / approval covers 1-time announcement only.</p>	<p>Requests made directly to the school without prior approval by VP Communications will not be considered.</p>

Dated: August 16 2020 version.