**BMS PTO PUBLICITY GUIDELINES 2021-2022**

To Post to PTO Website:

1. Email Suzanne Foti at [publicitybmspto@gmail.com](mailto:publicitybmspto@gmail.com)
2. CC to Julie Hittle at [presidentbmspto@gmail.com](mailto:presidentbmspto@gmail.com)
3. Subject of email: Submission for Website
   1. Deadline is 1 week before your schedule event
   2. Please allow for a 24 hour turnaround time for items to be listed or updated on the website
   3. All submissions will be reviewed for content and are not guaranteed to be posted unless school related/appropriate

To Include in the Weekly Longhorn Links E-Blast:

1. Email Kimberly Sims at [publicitybmspto@gmail.com](mailto:publicitybmspto@gmail.com)
2. CC to Julie Hittle at [presidentbmspto@gmail.com](mailto:presidentbmspto@gmail.com)
3. Subject of email: Submission for LL
   1. Deadline is Thursdays at 5pm for following week e-blast
   2. Late submissions will run the following week
   3. All submissions will be reviewed for content and are not guaranteed to be posted unless school related/appropriate

To Post to Social Media:

Facebook Post:

1. Email Suzanne Foti at [publicitybmspto@gmail.com](mailto:publicitybmspto@gmail.com)
2. CC to Julie Hittle at [presidentbmspto@gmail.com](mailto:presidentbmspto@gmail.com)
3. Subject of email: Submission for Facebook
   1. Deadline is 24 hours before desired date to post
   2. Exact wording and any images must be included (no images of children are allowed)
   3. All submissions will be reviewed for content and are not guaranteed to be posted unless school related/appropriate

Instagram Post:

1. Email Kimberly Sims at [publicitybmspto@gmail.com](mailto:publicitybmspto@gmail.com)
2. CC to Julie Hittle at [presidentbmspto@gmail.com](mailto:presidentbmspto@gmail.com)
3. Subject of email: Submission for Instagram
   1. Deadline is 24 hours before desired date to post
   2. Exact wording and any images must be included (no images of children are allowed)
   3. All submissions will be reviewed for content and are not guaranteed to be posted unless school related/appropriate