



# Rea View Elementary School PTO

## Rea View Committee Chair PTO Website & Newsletter Quick Tips

### PTO Website & Newsletter Information

- Our PTO website has two web addresses, however the one you should use for PTO articles is [www.reaviewpto.com](http://www.reaviewpto.com).
- In the PTO newsletters, articles are listed in alphabetical order by title.
- On the PTO website, articles are first listed by date posted, and then by alphabetical order by title.

### Website/Newsletter Article Fonts, Color, & Style

- All article titles are the same font size, type, style, and color (this is a default setting that cannot be changed).
- For the text of the articles, the webmaster uses the same default font size (14) and the default font type (Veranda) in order to keep the look of the website clean and uniform.
- However, in the text of the article you can choose to make words **bold**, *italicized*, underlined, and/or change the **color of the words** for emphasis.

### Guidelines on Clip Art, Images, & Photographs

- The webmaster will find and attach copyright free clip art or images to your article for you.
- All images need to be in the jpg format.
- If you have a specific image/clip art you would like used with your article, **please make sure all images are copyright free or the PTO has the rights to use that image or clip art** (not all images on the internet are free). This will prevent us from violating copyright laws.
- If you have a picture of students that you would like to post on the website and/or in the newsletter, **please make sure Rea View has a photo permission for all of the students in the photograph.**

## Calendar Events

- Once you have your events and important dates approved by the PTO Board, please send them to the webmaster via email, so she can add them to the PTO calendar.
- **Required Calendar Event Information to Send**
  - \* event name
  - \* event date(s)
  - \* event time frame (e.g. all-day or 5-7pm).
- **Optional Calendar Event Information to Send**
  - \* an event description
  - \* MS Word, Excel, or PDF documents associated with the event

## Website Articles vs. Newsletter Articles Duration

- By default, all articles will remain on the website for two weeks. Even though articles will remain on the website for two weeks, **they will not be included in the PTO newsletter for two weeks.**
- The PTO newsletters are generated by the website. The newsletters include any articles posted to the website in the last seven days since the previous newsletter was sent.
- The only way the webmaster can ensure an article repeats in the newsletter, is by reposting the article weekly to the website. **Therefore, if you have an article that you would like to repeat for two or more weeks in the PTO newsletter, you will need to resend the webmaster your article each week you want it included in the PTO newsletter.**

**If you have any questions please contact the  
PTO Webmasters at [webmasterreaviewpto@gmail.com](mailto:webmasterreaviewpto@gmail.com).**