**BMS PTO PUBLICITY GUIDELINES 2021-2022**

To Post to PTO Website:

1. Email Jillian Isom 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 Monthly Longhorn Links E-Blast sent out the third Thursday of the month:

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 second Friday of the month by 5pm
   2. Late submissions will run the following month
   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 Jillian Isom and 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 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 Jillian Isom and 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