

MARKETING YOURSELF AS A PARENT MENTOR

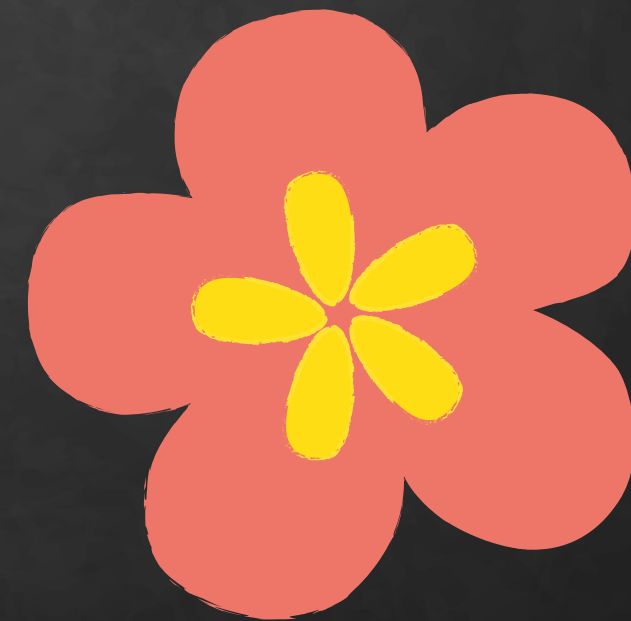
The Path to Impact

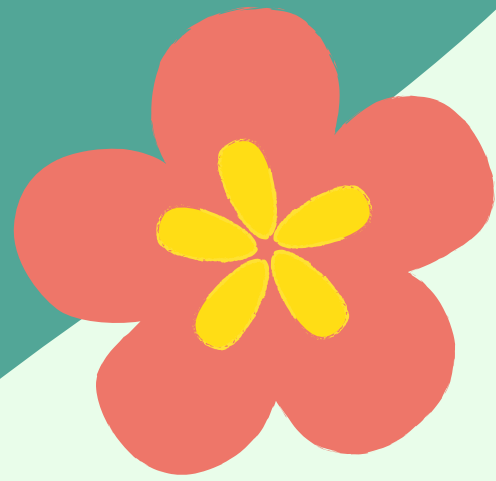


Georgia
Parent Mentor
Partnership

AGENDA

- Who am I?
- Understanding Your Unique Value as a Parent Mentor
- Building a Strong Online Presence
- Networking and Outreach
- Measurement and Improvement
- Additional Resources
- Closing
- Questions and Final Remarks





WHO AM I?

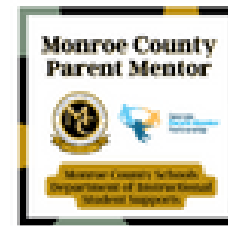
I'm sooo glad you asked!



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 [https://www.monroe.k12.ga.us/
parent-mentor](https://www.monroe.k12.ga.us/parent-mentor)



SAVE CONTACT

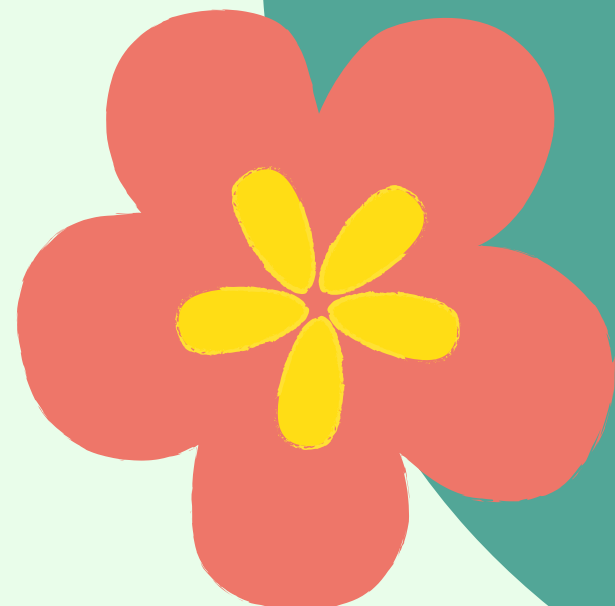





YOUR UNIQUE VALUE AS A PARENT MENTOR

The mission of the Georgia Parent Mentor Partnership is to build effective family, school, and community partnerships that lead to greater achievement for students, especially those with disabilities.

How can you take the mission of the GA PMP and create your own mission for your district?

- Identify your strengths
 - Know your audience
 - Collaborate with the leaders in your district
 - What is important to you?
- 
- 

BUILDING A STRONG ONLINE PRESENCE

The Power
of Online
Presence

Professional
Website

Social Media

Online
Communities

SOCIAL MEDIA PRESENCE

Every Parent Mentor's social media presence will look different based on the parameters of their particular district.

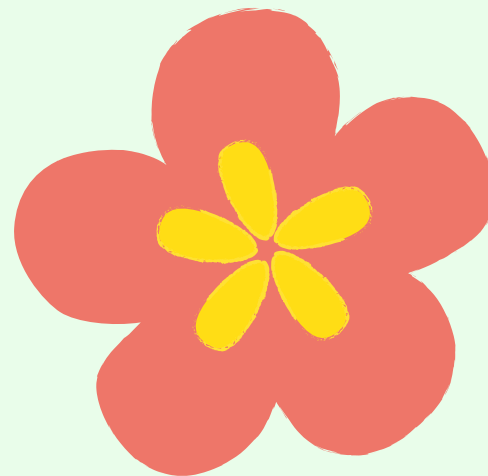


Facebook

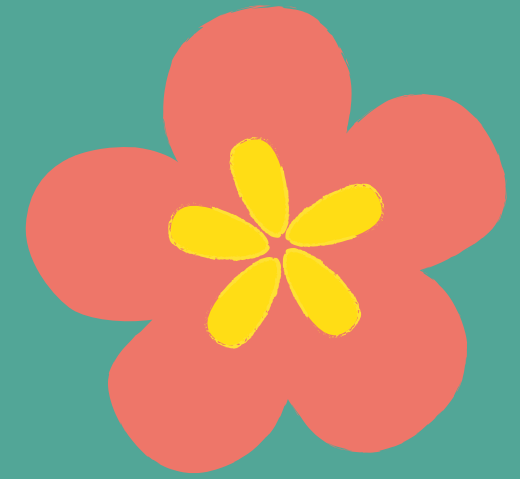
Instagram

X (Formerly Twitter)

YouTube



MEASUREMENT & INSIGHTS



The beauty of online is engagement is that everything is trackable for your reports!

The number of posts created

The number of "likes"

Comments

Followers

NETWORKING & OUTREACH

Building Relationships within the District

- Your own department
- Teachers
- Title I Coordinators
- Administrators

Collaborate with Community Partners

- Nonprofits
- Chamber of Commerce
- Family Connection
- Special Olympics
- Transition Consortium

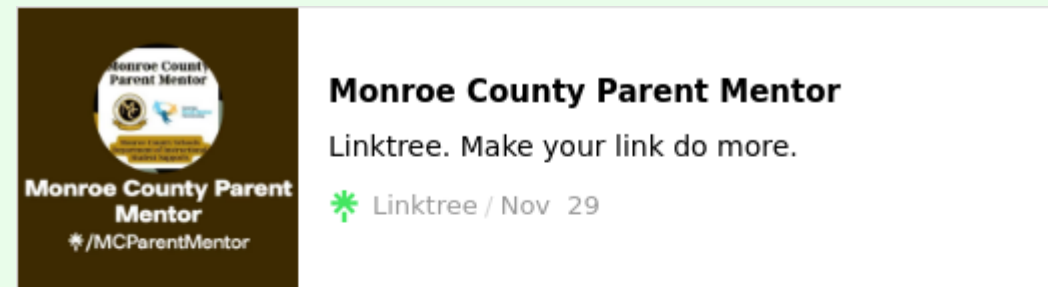
Speaking Engagements

- Nonprofit Board Meetings
- Kiwanis
- Rotary

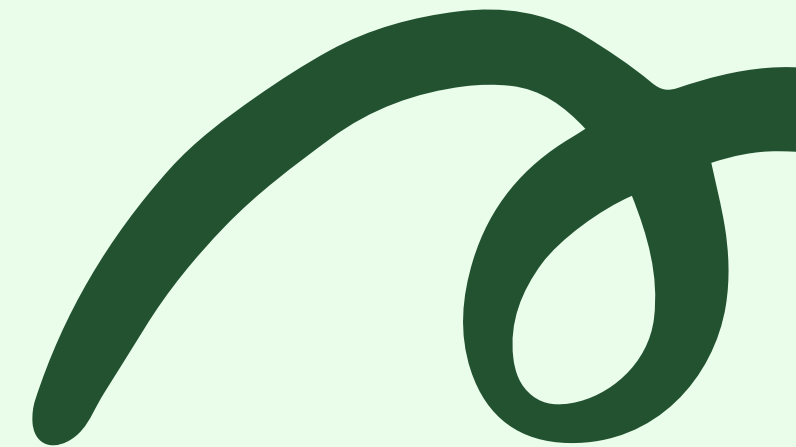
Workshops

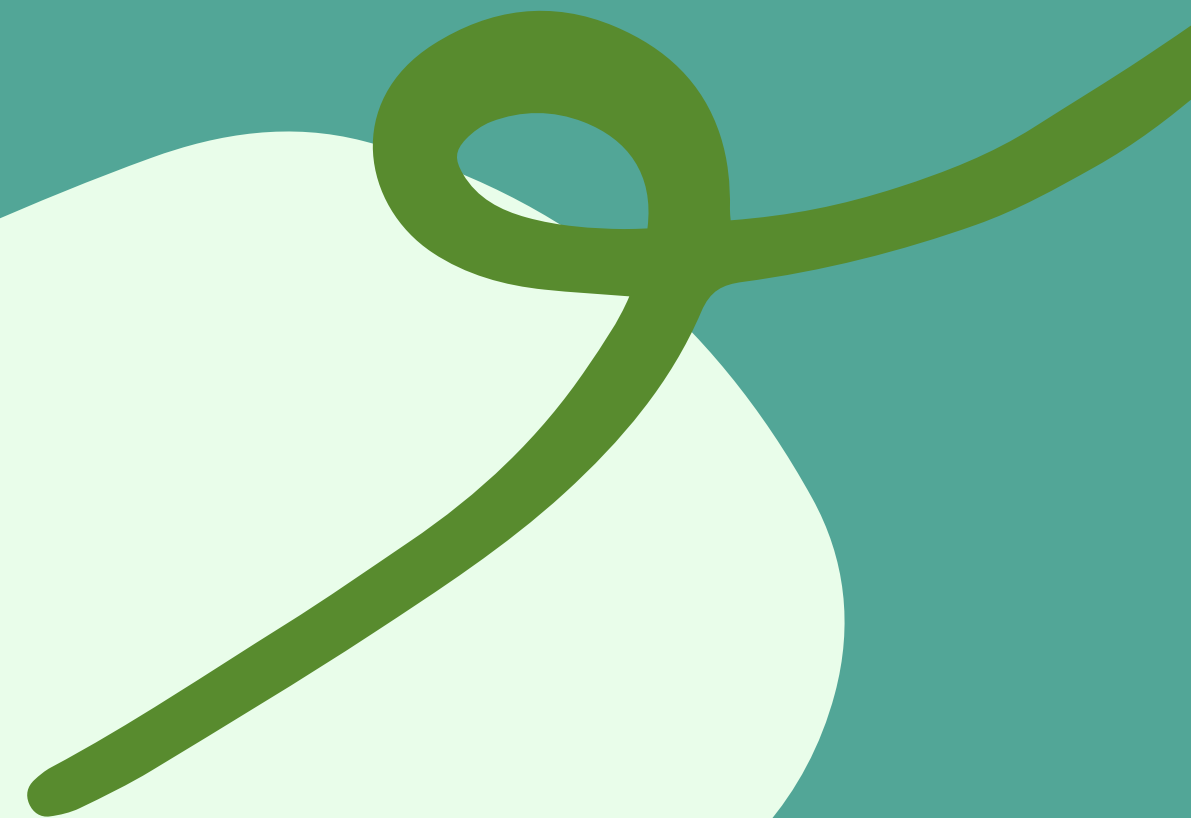
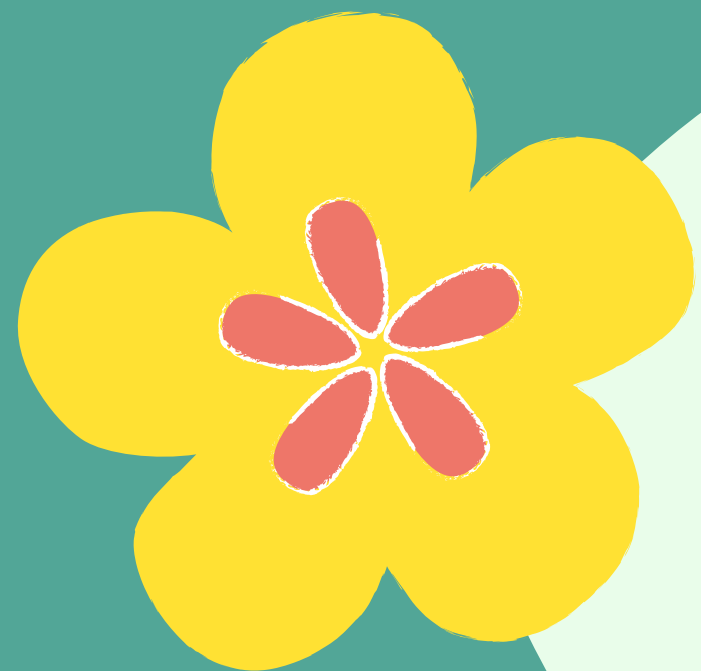
- Parent2Parent
- IEP Binder Workshop
- Visual Processing (partnered w/OT student)

ADDITIONAL RESOURCES FOR MARKETING



THANK YOU!





Q&A

