

NATCA Social Media Ideas

- Contract Articles
 - Reminder of members' rights & what NATCA does for them
 - Review parts of the contract that are useful to current events
 - i.e. Hazardous weather leave
- Constitution
 - Highlight portions of the national or local constitution
 - Changes to the national constitution following convention
- Events
 - Communicating for Safety
 - NATCA in Washington
 - Be mindful about Hatch Act!
 - Convention
 - Airshows
 - Women in Aviation / Girls in Aviation Day
 - Professional Women Controllers
 - Events for other applicable organizations members also belong to
 - Local aviation events
 - i.e. Coffee with Controllers
- Holidays
 - National holidays
 - NATCA history
 - Aviation related holidays
 - International Day of the Air Traffic Controller
 - Check out the List of Holidays document
 - National days
 - Dog day, Cat day, Ice Cream Day, etc.
- Committee / Workgroup Updates
 - What are they doing?
 - How does it affect my members?
 - Any important info the committee wants members to know
- Solicitations
 - New position solicitation (Committee, 114 Rep, Local Rep, Workgroup, etc.)
 - Include description of duties
 - New selections
 - Introduce new Reps and what they'll be doing for members
- Acknowledgements
 - Introduce your local/regional Reps
 - Introduce new members to your local/region
 - Goodbyes to those transferring out
 - Retirements – Thank you and goodbye!
 - Member spotlight

- Highlight things that members are doing outside of work
 - New child, race, competition, travel, etc.
- Family
 - Expectant parent information
 - NATCA Families FB group
 - Nursing mothers' room information
 - Scholarship programs available to members and families
- Benefits
 - Disaster Response Committee
 - Unum
 - AMAS
 - Sky One
 - UnionPlus
 - Check the NATCA Benefits Committee page for more!
 - <https://www.natca.org/committees/nbc/>
- Other
 - NATCA Charitable Foundation
 - Step Challenge
 - Highlight local charity/events they've donated to
 - <https://www.natca.org/community/foundation/>

Social Media Tools and Websites

NATCA's Photo & Graphics Collection: <https://www.flickr.com/photos/natcafamilly/> and <https://natca.org/graphics>

Trello (project management): <https://trello.com/>

Canva (easy graphic creation): <https://www.canva.com/>

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Hootsuite scheduling: <https://hootsuite.com/>

Sprout Social - scheduling & messaging: <http://sproutsocial.com>

Buffer scheduling (free for a certain number of accounts): <http://buffer.com>

Google alerts: <https://www.google.com/alerts>