**Social Media Ideas**

Social media posts pre-ParentPay

*Teaser:*

*“#ParentPay is coming soon. Pay online for school dinners, trips and clubs. It’s easy, quick and safe. Watch out for more information.”*

*Activation:*

*“Look out for your #ParentPay activation letter which will be sent home this week. Activate your account as soon as possible.”*

Social media posts once live on ParentPay

*New event:*

*“Geography Field Trip information is being sent home tonight. Don’t forget you can pay for this trip promptly via #ParentPay”*

*Encourage more users:*

*“Time to get online! #ParentPay makes it easy, quick and safe to pay for school dinners, trips and clubs.”*

*Or*

*“If you need help activating your #ParentPay account call our Finance Office.”*

*Or*

*“All parents/carers please remember that the school will no longer be able to accept cash or cheques after XXXX 2022. Activate your #ParentPay account today.”*

*Take up success:*

*“We’re really pleased to report #[SCHOOL NAME] has an 80% uptake of #ParentPay meaning more time and resources can be saved in school. Thank you to everyone that has activated their #ParentPay account.”*

*Balance and new payment alerts:*

*“Make sure your child doesn’t miss out on trips or other events – sign up for Alerts on ParentPay and email is free! – find out how”*

*link to:* [*https://www.parentpay.com/parent-account-faqs*](https://www.parentpay.com/parent-account-faqs)

*Or*

*“Want to be alerted when your balance is low? Sign up for Alerts on ParentPay and email is free! – find out how”*  
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