



**Genesee Hill**  
ELEMENTARY

# PTA Social Media Policy

## Purpose

This PTA communicates with the local community via our website and social media. The purposes of this communication are:

- Encourage participation and membership in our PTA.
- Promote events that are organized or sponsored by our PTA.
- Provide accurate, relevant and up-to-date information regarding our PTA.
- Share district, community, and school information that impacts the families in our community.

## Content Posted by PTA

Content posted on PTA social media sites will:

- Align with the stated purposes of PTA communication.
- Be welcoming and inclusive of all groups.
- Use accessible language that avoids “jargon” and acronyms.
- Have appropriate permissions from individuals, the school, and the school district prior to posting photographs, names and/or videos.

Content posted on PTA social media sites may:

- Recognize community and business sponsors of the PTA, without endorsement.

Content posted on PTA social media sites will not:

- Endorse, promote, or solicit on behalf of a business, product, or service.
- Endorse a candidate or political party.
- Break the law or encourage others to do so.
- Include links to virtual PTA events.

## Terms of Conduct for PTA Social Media

The following terms of conduct will be included on all social media platforms. Violation of these terms of conduct may lead to removal of posts, loss of posting privileges, or a complete ban from PTA social media.

- Content on PTA social media posts must be “child-friendly.”
- This PTA does not allow graphic, obscene, explicit, or racial comments or posts. We do not allow comments that are abusive, hateful, or intended to defame anyone; harassment and bullying of any kind will not be tolerated.
- Content must show respect for other members’ positions and philosophies.

- Advertisements, endorsements, or promotions of third party solicitations will not be allowed.
- PTA is nonpartisan. Endorsements or opposition of political candidates are not allowed. Any post by others about a candidate is not an endorsement or opposition by this PTA.
- Comments that suggest or encourage illegal activity will not be tolerated.
- Spam is not allowed and will be removed.
- Personal information including email addresses, telephone numbers, mailing addresses, or any type of identification numbers will be removed.
- The appearance of external links on this page does not constitute official endorsement on behalf of the PTA or our members.
- Complaints and grievances should be addressed directly with a member of the PTA board of directors; posts related to complaints or grievances will be responded to with the contact information of the individual to address.

## **Procedure**

- The PTA shall monitor and approve all social media content.
- Committee chairs and others may submit information for inclusion on social media to the appropriate chairperson or board member.
- Social media posting and content shall be the responsibility of the board of directors or their designee.
- No social media account shall be created or run on behalf of the PTA without the approval of the appropriate chairperson or board member.