

# Southwest Elementary PTA Media Policy

Southwest Elementary PTA established a policy to guide its media efforts and activities, including its newsletter (THE SCOOP) and social media. Media opportunities, including social media, are growing rapidly. However, before any media platform can be utilized any further for the Southwest Elementary PTA, it should be analyzed to determine:

- Compatibility with the Southwest Elementary PTA's media goals
- Compliance/agreement with a platform's Terms & Agreements
- Audience reach

Once a platform has been selected and approved for implementation, its use should conform to this policy.

## **Southwest Elementary PTA Media Goal**

Southwest Elementary PTA may employ various forms of media to keep Southwest families informed and involved in the PTA's efforts and programs.

## **Media Objectives**

- To actively engage Southwest families by various media outlets, including social media, to communicate about Southwest PTA efforts and programs as well as issues that may affect the school or education.
- To encourage a closer relationship between families and the school to foster cooperation in the education of our children.
- To encourage volunteer participation in the Southwest Elementary PTA.
- To encourage attendance at Southwest Elementary PTA programs and events.
- To listen to and understand any concerns or suggestions voiced by Southwest families via social media.

## **Social Media Presence**

Southwest Elementary PTA's initial social media presence is Facebook. The Southwest Elementary PTA Facebook Closed Group Page will be maintained by the PTA President or an admin designated by the PTA President in accordance with the goal and objectives stated in this policy. No other Southwest Elementary PTA or faculty member is authorized to maintain and update the Southwest PTA Facebook page without prior approval from the PTA President or designated admin(s).

## **Media Implementation**

All content published by the Southwest Elementary PTA or to the Southwest Elementary PTA Facebook Page or other social media platforms must be in accordance with the following intended uses:

- Encouraging membership in the Southwest Elementary PTA,
- Distributing advance notices of Southwest Elementary PTA events and initiatives,
- Soliciting volunteers to assist with Southwest Elementary PTA events and initiatives,
- Encouraging participation in fundraisers, food/clothing drives, book fairs, recognition events, and other events and initiatives,
- Informing Southwest families about news, events, programs, or legislation that may affect the school or education,
- Recognizing special achievements or accomplishments of Southwest Elementary PTA members, staff members,
- Encouraging support for Southwest Elementary PTA legislative initiatives, when appropriate,
- Recognizing Southwest partners and supporters, when appropriate, and
- Other uses as approved by the Southwest Elementary PTA President or designated admin(s).

While the Southwest Elementary PTA does not seek to limit freedom of speech on its social media platforms, all content must be in compliance with the PTA's policy and intended uses. **Any content that is deemed to be prohibited or objectionable will not be approved for posting by the PTA President or designated admin(s).** The following uses prohibited on any Southwest Elementary PTA media outlet, including social media platforms or the PTA newsletter:

- Cyberbullying of any kind, including insulting, targeting, embarrassing or excluding any individuals, including but not limited to School Board officials, school administrators, teachers, staff, PTA member, students, parents or other individuals,

- Offensive language, including but not limited to ethnic, religious and racial slurs; profanity; sexually explicit language and the like;
- Acronyms of offensives expressions, e.g. WTF, POS, DOC, FAH, FB, HUYA, LMAO, I&I, etc.
- Furthering an issue or product for personal or professional gain,
- Conversing about PTA Board business or discussions, and
- Airing grievances with School Board officials, school administrators, teachers, staff, PTA member, students or other individuals.

**Determination of prohibited use or objectionable content is at the sole discretion of the Southwest Elementary PTA President or designated admin(s). Any complaint of objectionable content will be handled by the Southwest Elementary PTA President or designated admin(s).**

#### ***Photos and Videos***

Photos and videos may be uploaded periodically to the Southwest Elementary PTA social media site. It is the policy of Southwest Elementary PTA not to identify any child or individual by name in any photo on any Internet site unless the express permission has been granted from the parent/guardian.

#### ***Delegated Authority for Administration***

In the event of illness or extended vacations, it may be necessary delegate authority for media administration/maintenance to a PTA board member. Authority must be delegated in writing and approved by the Southwest Elementary PTA President or designated admin(s).

#### ***Annual Transition***

Responsibility for Southwest Elementary PTA's media platforms will transition to the in-coming PTA president along with other responsibilities. The outgoing and in-coming presidents will be responsible for coordinating and executing a seamless transition without substantial delay.

#### ***Sources***

This policy was developed with information obtained or input from: 2014-2015 Southwest Elementary PTA Board of Directors, Ridgecrest PTA Media Policy (Florida), and the National PTA web site. This policy was adopted on July 15, 2014.