

## **General Social Media Guidelines for Evergreen Middle School PTSA**

**All PTSA social media posts must be respectful, truthful, discreet and responsible. Posts must be Noncommercial, Nonsectarian, Nonpartisan according to PTA policies.**

### **Administering PTSA Social Media Sites:**

- We will have at least two Administrators - President and Communications Chair. Administrators will be responsible for approving material, as per general guidelines. The president may appoint a social media person/people to post on PTSA sites, as deemed required.
- Facebook page may have multiple editors, if there is the need arises in the future. E..g. Reflections chair, Vice President- enrichments and fundraising chair to allow greater flexibility and faster response. Each editor will follow page engagement rules as described below. This would typically be posting about their program. This allows posts from sources which are quick and accurate.
- Admins and editors will be responsible to keep their logins and passwords safe.
- PTSA may expand its social media reach through Twitter and/or Instagram.

### **Content on PTSA social media:**

- Posts will be PTSA related, approved and scheduled by administrators. Highlighting special events, programs, grants, PTSA and school deadlines, allied agency information and other information of interest to PTSA members is a good use of social media.
- Content from vetted sources or excerpts from previously PTSA approved flyers, emails or website content is a good way to keep content timely.

### **Others posting on PTSA social media:**

- PTSA Social Media sites (including websites) that are administered and owned by the PTSA and not the school, do not need the principal's approval for posts. PTSA will work closely with school to ensure consistent and accurate information. PTSA will coordinate with school for posts when required.
- Evergreen Middle School Parents is a Facebook group, created and administered by PTSA, which allows public comments and postings. All posts and comments need to follow community rules as described below. The PTSA can decide to delete any comment or post it chooses.
- Community rules and page engagement rules will be revised as and when needed by Communications Chair and President.

# Facebook Guidelines for Evergreen Middle School PTSA

## Evergreen Middle School PTSA page

The purpose of our Facebook page is to share information and tips, update the community on events and programs, and showcase the achievements of students, teachers, parents, and other community members.

This page is push only, i. e. only PTSA posts on this page. Though members can comment on the posts.

### Page Engagement Rules

- We encourage you to ask questions and share information. We request that you keep discussions focused directly concerning our school community.
- When commenting, please use appropriate language. Children can see our group.
- Do not comment about concerns, problems, or conflicts with individual teachers, administrators, students, or parents. We will immediately delete comments that in any way put down or discriminate against individuals.
- Online threats will be taken seriously, and proper authorities will be immediately notified.
- Do not post information commonly understood as confidential, such as student grades.
- Any inflammatory statements that make allegations against individuals or organizations will be deleted.
- Keep in mind what you comment is public information.
- Any advertising for businesses is not allowed.

## Evergreen Middle School Parents Group

The purpose of our Facebook group is to provide an online community for parents and families of Evergreen Middle School, Redmond. Group is for parents and families of Evergreen Middle School, Redmond ONLY.

### Community Rules

- **Be relevant**
- **Be respectful**
- **Be honest**
- **Be discreet**
- **Be responsible**

#### **Be Relevant**

- We encourage you to ask questions and share information. We request that you keep discussions focused directly concerning our school community.

#### **Be Respectful**

- Keep things civil. Avoid abusive or offensive language, threats, hate speech, libels and calls for violence. And don't make jokes about the misfortune of others.
- We encourage posts that highlight our community's accomplishments and constructively raise issues for discussion.
- If you choose, you can post photos of your children at school events. Do not post photos of other children. If you have any questions about posting a photo, please check with the group administrator.
- Do not post about concerns, problems, or conflicts with individual teachers, administrators, students, or parents. We will immediately delete posts that in any way put down or discriminate against individuals.
- Online threats will be taken seriously, and proper authorities will be immediately notified.

***Be Honest***

- Use your real name. Don't post commercial messages. Don't publish copyrighted material that belongs to someone else.

***Be Discreet***

- Don't publish telephone numbers, addresses or other personal information about yourself or others.
- Do not post information commonly understood as confidential, such as student grades.

***Be Responsible***

- Think about what you write before posting. Users are solely responsible for what they post.
- Any inflammatory statements that make allegations against individuals or organizations will be deleted.

The PTSA board and PTSA Facebook administrators reserve the right to delete comments and block users who are not following the rules stated above.