



# Social Media Policy

The purpose of social media is to:

- Promote PTA, membership, or PTA events
- Direct traffic to the PTA website for more information, encouraging participation and membership
- Promote best practices
- Provide accurate, relevant, and up-to-date information

## Content

The PTA executive committee shall approve the site and assign the responsibility for monitoring content. Passwords must be given to 3 board members. Content on all social media outlets used by the PTA shall:

- Be civil, cordial, and relevant
- Be welcoming to All families
- Not use explicit, or profane language and acronyms of explicit expressions
- Not use offensive language, including but not limited to ethnic, religious, and racial slurs
- Not air grievances with PTA, school board members, school administrators, teachers, PTA member, students or other individuals
- Not further an issue or product for personal or professional gain
- Not include documents that are for members only, such as bylaws, minutes, and financials, unless access is protected and available only to members of this PTA
- Not endorse, promote, or solicit on behalf of a business, product, or service
- Not endorse a candidate or political party
- Not include comments and posts intended as advertising
- Be verified for access
  - Obtain permission from individuals prior to posting photographs and videos.
  - Check with the school district's communications administrator for the guidelines on the photo release policy, or obtain a signed photo release through the PTA before publishing any photo or video.
  - Know individual school district policy for social media use

## Notice

Utah PTA and its locals, councils, and regions are encouraged to post the following information on their social media site so visitors are aware of the expectations.

\_\_\_\_\_ PTA is a noncommercial, nonsectarian, nonpartisan association that does not endorse any candidate or political party. This PTA does not endorse non-PTA products or services.

- Solicitation, or anything that resembles solicitation, shall not be posted on this site. If complaints are received about content or if the PTA deems content to be advertising, that content will be removed regardless of whether the content is relevant to our members.
- Offensive or inappropriate content will not be tolerated and will be removed and author will be banned from the site
- Posts endorsing candidate for office or any political party shall be removed immediately
- This site is not the appropriate place to express complaints and grievances. If you have a concern please contact a member of the PTA executive committee.