



## **Social Media Policy**

Smith Elementary PTSA recognizes the importance of the internet in shaping public thinking about our organizations and school's services. We also recognize the importance of our volunteers joining in the conversation through interaction in social media. Smith PTSA is committed to supporting honest, transparent, and knowledgeable dialogue on the internet through social media.

The Smith PTSA website and Facebook page promote important information on PTSA programs and sponsorships and promote an online community of parents, teachers and students.

The information and content on the Smith PTSA website and Facebook page are pertinent to Smith Elementary School parents, teachers, staff and community and add value. Blogs and social networks hosted on Smith PTSA-owned domains shall be used to add value to our business. If it helps board members, PTA members, staff or partners to do their jobs and solve problems; if it helps to improve knowledge or skills; if it contributes directly or indirectly to the improvement of our policies and processes; if it helps promote our values and mission, then it is adding value.

Facebook pages are intended to provide updated information, news, stories from local PTAs and councils, ways members may get involved, and an open discussion forum.

Smith PTSA is, above everything else, a child advocacy association; all posts by the PTSA concern aspects of the whole child and family.

Understanding that social media and practices regarding social media change rapidly, we will adhere to the following best practices:

- Smith PTSA board members shall make every effort to be honest and accurate when posting information or news. Any mistake or misrepresentation shall be corrected quickly. Be open about any previous posts you have altered.
- Smith PTSA will post only appropriate content on its social media outlets. Smith PTSA will not collect or display sensitive information such as phone numbers, student ID numbers, payment information, etc. via social media.
- Members participating are responsible for their own conduct, taking personal responsibility for their comments, username, and any information they provide.
- While the Smith PTSA welcomes questions and comments in an open forum, it is mindful to remember manners and courtesy, so everyone feels comfortable participating. To keep an open and constructive dialogue, it is insisted that all our Facebook friends adhere to the guidelines listed below. Smith PTSA encourages member and guest participation but if a comment falls under any of the categories below, it will be removed.
  - Disrespects other members' positions and philosophies.
  - Off-topic posts of any kind will not be allowed; please keep comments and posts clean and relevant.

- Smith PTSA does not allow graphic, obscene, explicit, or racial comments or posts. In addition, we do not allow comments that are abusive, hateful, or intended to defame anyone or any association; harassment and bullying of any kind will not be tolerated.
- Advertisements, endorsements, or promotions of third-party solicitations will not be allowed.
- To maintain nonpartisanship, endorsements or opposition of political candidates are not allowed. Any posts by others about a candidate are not an endorsement or opposition by the Smith PTSA.
- 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 the Facebook page does not constitute official endorsement on behalf of Smith PTSA, the Washington State PTA, our local PTAs, or our members.