



SOCIAL MEDIA POLICY

VIRIGINIA PTA

Table of Contents

Purpose of Social Media	2
Content	2
SOCIAL MEDIA COMMENT POLICY	2
Privacy and Permissions	3
Social Media Account Notice	4
Key Points to Remember	4
More Information	5



Purpose of Social Media

For our purposes, social media includes all means of communicating or posting information or content of any sort on the Internet.

- ✚ Promote PTA, Membership, Advocacy for All, and PTA
- ✚ 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 VAPTA Executive Committee and District Directors shall approve their respective site and assign the responsibility for monitoring content. Administrative rights should be given to at least 3 board members. Content on all social media outlets 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(s), students, or other individuals
- ✚ Not further an issue or promote a 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 Virginia 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

Social Media Comment Policy

[updated July 2021]

The Virginia PTA uses social networking platforms to share news and connect with our members. We share content on Facebook, Twitter, LinkedIn, Instagram and YouTube. Each of these social networking platforms has their own privacy policies that should be reviewed.



Any thoughts or opinions of Virginia PTA are limited to our official Facebook, Twitter, LinkedIn, Instagram and YouTube channels named "Virginia PTA". Any opinions expressed by our volunteers on their personal social media accounts are not the opinions of Virginia PTA and our volunteers are personally responsible for the content that they publish online. If you believe that any person is violating the Community Standards of any social network, please report the content as specified by the social network's Community Standard Policy. We encourage public interaction with our social media accounts and value the opportunity to exchange information. This does not imply that Virginia PTA agrees with or validates content and opinions expressed in comments. To maintain a respectful online community, we reserve the right to remove comments on our social media accounts at our discretion for reasons including but not limited to:

- ✚ Abusive, obscene, racist, threatening, or harassing language/imagery
- ✚ Libel, slander, or personal attacks
- ✚ Spam, including content promoting links
- ✚ Illegal, dangerous, or destructive activity
- ✚ Duplicate posts
- ✚ Deliberate impersonation or trolling
- ✚ Personal information such as email addresses or phone numbers
- ✚ Off topic information
- ✚ Political campaigning, social commentary or lobbying tactics
- ✚ Scientifically inaccurate or misleading statements
- ✚ Customer support questions (instead, please contact Virginia PTA state office)

By participating in our online communities, contributors agree to the above guidelines. Contributors who breach these guidelines will be blocked from further contribution. Moderating and posting comments should only be expected during our normal business hours. Please report any inappropriate comments that we may have missed to communications@vapta.org. Communications made through social media services will not, in any way, constitute a legal or official notice to Virginia PTA or any of its entities or volunteers. All comments, links and posts are retained by Virginia PTA and the information may be passed on to relevant authorities or organizations when deemed necessary. We appreciate your cooperation and support.

Privacy and Permissions

Social media venues are a great way to share information, but it is important to make sure that the information and content is yours to share. It is especially important for Virginia PTA due to sensitive areas dealing with children, families, and education, in which something as simple as a person's name or photo might carry an implication or association with the entire organization.



- ✚ Employees should respect the privacy rights of their co-workers and not disclose information about work-related events involving other employees or volunteers of PTA, vendors and partners without obtaining their permission.
- ✚ PTA should not post photographs or images of any volunteers, families, children, etc. on any social media site without having their express permission to do so. Secure a written consent and/or photo release form at events or at the beginning of the school year releasing the rights to use and post pictures. If parents, teachers or volunteers do not sign the consent form, be sure to honor their wishes.
- ✚ Do not collect sensitive information—such as phone numbers, student ID numbers, social security numbers, payment information, etc.—via social media, as those are not secure channels.
- ✚ If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified.
- ✚ As a guideline, don't post anything that would not be appropriate to present at a conference.

Social Media Account Notice

Virginia PTA and its local units, councils, and districts are encouraged to post the following information on their social media site(s), so visitors are aware of the expectations.

[name] 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.

[name] PTA wants to promote a friendly, informative and enjoyable online experience for members of the Facebook community. However, we will review all comments and we reserve the right to ban, remove comments or discussion posts which stop this from happening. We will leave what is shared that relates to the subjects covered on this Page.

Please understand that comments posted to this Page do not necessarily represent the opinions of [name] PTA.

Key Points to Remember

- ✚ **Positive Approach:** Take a positive approach and build on the commendable practices that already exist in your school or programs. Accommodate diverse populations. Consider the needs of all families and plan meetings and structure activities to best involve everyone.
- ✚ **Involve All:** Involve all the stakeholders – parents, teachers, administrators, support staff and community members. Enlist the full participation of those who will implement the program or activity to help design the action plan prior to launching the program.



- ✚ **Provide Training:** Involve school or program support staff, as well as educators and administrators in the process. Provide program training for parents, staff and administrators as needed to implement the action plan.
- ✚ **Offer Assistance:** Offer PTA assistance. Encourage your PTA members to work closely with the school or program administrators to be an effective team model for implementing the action plan and facilitating family-school involvement.
- ✚ **Reinforce:** Reinforce the truth that family and community involvement is more than fundraising or collecting donations for projects and activities.

More Information

This policy is an overview and implemented in conjunction with National PTA's social media policy. The full policy and tip sheets for individual social media sites are available on Virginia PTA's website.