



# West Woods Elementary PTSA Social Media Policy

West Woods Elementary PTSA (WWEPTSA) recognizes the value of social media sites in allowing WWEPTSA to connect with West Woods Elementary (WWE) parents, staff, and community members in an interactive way. An online presence allows WWEPTSA to post information, promote PTSA events, call for volunteers, and receive feedback. WWEPTSA will continue to maintain other means of communication including, but not limited to, the monthly online newsletter Paw Prints, the weekly printed Wolf Tracks, and monthly emailed Monthly Messenger. As with any public forum, WWEPTSA needs to take some precautions when using social media tools and as such has created this Social Media Policy as approved by the General Membership on October 15, 2013.

## I. General

- a. The WWEPTSA social media site accounts, but not the contents, will belong to WWEPTSA, regardless of whose personal account may be used to access and edit it.
- b. The WWEPTSA social media sites will be used only to provide information about news, current events, volunteer needs, and activities pertaining to WWEPTSA, WWE, and Jeffco Public Schools.
- c. WWEPTSA will not collect sensitive information, such as personal contact information, via social media sites as they are not secure channels.
- d. The PTA name, including COPTA, Jeffco PTA, and WWEPTSA, will be used in capital letters & in accordance with the guidelines for use under the registered trademark.

## II. Monitoring

- a. WWEPTSA shall designate two individuals who are willing and able to provide high quality basic social media posts, produce content, and moderate content posted by others.
- b. These designated individuals shall monitor social media networks utilized by WWEPTSA at least once daily.
- c. These individuals will quickly address any inappropriate messages or misuse of the PTA brand. Examples of inappropriate content include spam, advertising, offensive statements, inaccurate information, foul language, or unconstructive criticism of WWEPTSA, WWE, or related entities as detailed in Article III.
- d. These individuals shall respond to posts if a reply is warranted or direct posters to the appropriate person to have questions answered when applicable. WWEPTSA representatives will work with the WWE Principal as needed to address such posts.

## III. Participation by WWE parents and community members

- a. It is expected that WWE parents and community members will follow these guidelines in posting to WWEPTSA social media pages. In the event that posts do not meet the following expectations, they will be deleted.

- i. Comments must remain civil, cordial and relevant.
  - ii. Comments shall not contain or link to abusive material, profanity, personal attacks, spam, or promote a business or service.
  - iii. Comments shall not identify WWEPTSA members, WWE staff, parents, or students in defamatory, critical or negative terms.
  - iv. Comments may not violate any individual's privacy.
  - v. Comments cannot directly oppose a position that Colorado PTA, Jeffco PTA, or WWEPTSA has voted to endorse.
  - vi. Comments should not include anything that is not intended to be public common knowledge, such as passwords, home addresses, and phone numbers.
- b. The following should be directed to WWE staff and not posted on WWEPTSA social media sites.
- i. Questions about WWE policies, such as attendance, discipline, behavior issues, etc.
  - ii. Concerns about your child's educational experience, including test scores, academic performance, etc.
  - iii. Comments, questions or criticism about particular events that transpire on your child's bus, in the classroom or during school-sponsored activities.

#### **IV. Photograph posting**

- a. At this time we will not allow posting of photographs on WWEPTSA social media pages by anyone other than the WWEPTSA representatives selected to monitor the social media pages.
- b. WWEPTSA representatives may post photographs of the school building and grounds, but will not post photographs of WWE parents, or students except in d below.
- c. WWEPTSA may utilize stock photography that they have the rights to use.
- d. WWEPTSA may link to photographs posted on the Jeffco Public Schools social media pages.
- e. WWEPTSA may post photographs of WWE staff members when they have received permission from the staff member to do so.