

Karns Elementary PTA

Communication and Social Media Guidelines for 2018-2019

The Karns Elementary School PTA Communication and Social Media Guidelines will be adopted at the beginning of each school year. These guidelines will supplement the bylaws and standing rules of the Karns Elementary School PTA and may be adopted without notice, by a majority vote, at any Board of Managers' meeting. No guideline may be in conflict with the bylaws that govern Karns Elementary School PTA.

Media inquiries

- Any media inquiries should be referred to the president.

Flyers/printed materials going home in school folders

- President approves all flyers
- The principal must be advised of all flyers and approve any flyers that are not announcing events already approved by the Board

Email (ptakarnselementary@gmail.com)

- All elected officers and the chair of Communications and Social Media should monitor the email account.
- The President should be the primary person to respond to inquiries.
- When responding to emails, the PTA account should be included as a carbon copy to ensure everyone monitoring the account is aware of the communication.

Facebook

Board of Managers (secret) group

- Elected officers and chair of Communications and Social Media are administrators.
- Administrators make changes to members and administrators at the beginning of each fiscal year, and as needed throughout the year with personnel changes.
- All members can post without approval from administrator/moderator.

Page (public)

- Elected officers and chair of communications and social media are administrators.
- The Principal, Board of Managers members, and school office staff (as deemed necessary by elected officers) can be moderators.
- Public posts are not permitted but public comments are allowed.
- All comments to posts are subject to the **Managing posts, comments, and questions** section below.

Membership (closed) group

- Elected officers and chair of Communications and Social Media are administrators.

- Administrators will make changes to the list of administrators and moderators at the beginning of each fiscal year, and as needed throughout the year with personnel changes.
- The Principal, Board of Managers members, and school office staff (as deemed necessary by elected officers) can be moderators.
- All posts initiated by members must be approved by an administrator or moderator before posting to the group
- All comments are allowed by all members without approval.
- All posts and comments to posts are subject to the **Managing posts, comments, and questions** section below.

Adding and removing members in Membership (closed) group

- Anyone requesting to join the membership group must answer the following questions to verify they are in good standing with the PTA.
 - Have you submitted a membership application for this (current) school year?
 - What name is on your membership application?
 - Do you know a student or teacher at KES?
 - Have you liked our main page, www.facebook.com/karnsPTA
- Their membership status for the current year is then verified with the Chair of Membership.
- After the PTA membership grace period ends (end of October), all members of the Membership (closed) group who are not in good standing with the PTA are to be removed (not blocked) from the group.
- To aid in notifying those in the group of the PTA membership renewal and eventual group membership removal, the following timeline is suggested:
 - Post annually at beginning of August that membership renewal time is here with information, etc. on renewal
 - After Labor Day post a reminder that the membership site is for active PTA memberships and the grace period runs through the end of October. Also note that we will update the group to reflect current members at the end of the grace period.
 - First week in November, compare group membership list with PTA membership list.

Managing posts, comments, and questions

- Managing social media is a group effort, and we should strive to be consistent. Posts made or shared by us the public page as well as those made, approved, or shared on our Membership Group should follow agreed-upon guidelines. Remember we are noncommercial, nonpartisan, and nonsectarian.
- If you are a page administrator, be mindful of whether you're posting as yourself or the page.
- Be cautious with speculation and personal opinion. If in doubt state that your opinion does not represent the official position of the PTA.
- Be aware that any post on the public page is available for the whole world to see.
- Before deleting any other person's post or comment, take a screenshot to share with the Board of Managers in case questions arise.
- If you delete or disallow a post, it's good practice to send the person who posted or attempted to post a private message to explain why their post was not approved, unless it is for an obvious rule violation.
- When posting info about non-PTA events, consider including a disclaimer (this [whatever] is not sponsored or endorsed by the KES PTA)

Examples of appropriate posts

- Announcement of PTA meetings, events, and activities, including volunteer opportunities and shameless self-promotion of our good works
- Factual information relating to KES, KCS or Karns community (including other schools)
- Acknowledgement, recognition, and/or appreciation of individuals, elected officials, local businesses and/or organizations for donating items, money, time, and/or effort to our causes. Be careful not to imply endorsement for the above entities. Be cautious of “contests,” “polls,” or “surveys” that are really advertising.
- Sharing certain relevant events or information from community or nonprofit groups. Signup info for youth sports, scouts, 4-H, etc. are ok. Be careful of posting fundraising requests even for these groups. Some posts from religious organizations are OK if they are for a shared purpose other than promoting their religion (e.g., clothing giveaways and food drives are okay, vacation bible school would not be okay).
- All posts/shares should serve the purposes of the PTA as listed in our bylaws. These are:
 - a. To promote the welfare of children and youth in home, school, community, and places of worship, and throughout the community;
 - b. To raise the standards of home life;
 - c. To advocate for laws that further the education, physical and mental health, welfare, and safety of children and youth;
 - d. To promote the collaboration and engagement of families and educators in the education of children and youth;
 - e. To engage the public in united efforts to secure the physical, mental emotional, spiritual, and social well-being of all children and youth; and,
 - f. To advocate for fiscal responsibility regarding public tax dollars in public education funding.

Examples of inappropriate posts

- Off-topic questions/comments
- Endorsement of any political party or candidate for office. Politics in general should be avoided except advocacy on specific issues related to our purpose/mission
- Advertisements, solicitations, or endorsements for any business
- The use of degrading, insulting, hateful, and/or profane language, images, and/or other form of media
- Public shaming, personal attacks, and/or other forms of cyberbullying
- Images of children (students or non-students) without school media release or parent permission
- The use of copyrighted material/images without permission