**Maple Hills Elementary PTA Social Media Policy**

**Purpose:**

The Maple Hills Elementary PTA uses social media to communicate with parents, staff, and the community about PTA events, programs, and initiatives. Our goal is to foster a positive and engaging environment while supporting the mission and values of the PTA and the Issaquah School District.

**Guidelines:**

1. **Respect and Inclusivity:**
	* All content shared on PTA social media platforms must promote a respectful and inclusive environment. Posts should not discriminate or offend based on race, color, religion, gender, age, national origin, disability, or any other characteristic protected by law.
	* Discriminatory, defamatory, offensive, or illegal comments or posts will be removed immediately.
2. **Content Approval:**
	* Only authorized PTA representatives, such as the President, Director of Communications, or other designated officers, may post on official PTA social media accounts.
	* All content must align with the PTA’s objectives, promote PTA-sponsored events, or support school-wide initiatives. Content that is political, religious, or commercial in nature, unrelated to PTA activities, is prohibited.
3. **Privacy and Safety:**
	* Personal information, such as addresses, phone numbers, or photos of students, parents, or staff members, should not be shared without explicit consent.
	* Avoid tagging individuals or posting pictures of students without permission from their parents or guardians.
	* Respect the privacy of all community members by not sharing private conversations or communications without consent.
4. **Comments and Interaction:**
	* Comments are welcome and encouraged but must remain constructive, respectful, and relevant to PTA activities or topics.
	* The PTA reserves the right to moderate, delete, or report comments that are spam, abusive, off-topic, or violate this policy.
5. **Responsibility and Compliance:**
	* All PTA social media activity must comply with the Issaquah School District policies, Washington State PTA guidelines, and all relevant federal and state laws.
	* PTA representatives must adhere to the district’s Acceptable Use Policy and ensure that all online conduct reflects the values of the PTA and the school community.
6. **Crisis Communication:**
	* In the event of a crisis or emergency, all social media communications will be coordinated with the Issaquah School District and relevant authorities to ensure consistent and accurate information is shared.
7. **Account Management:**
	* PTA social media accounts are the property of the Maple Hills Elementary PTA and must be maintained with current login credentials. Access will be granted only to authorized individuals.
	* When a new officer assumes the role of managing social media, passwords should be updated to maintain account security.
8. **Violations and Consequences:**
	* Violations of this policy may result in the removal of content, revocation of posting privileges, or other disciplinary actions as determined by the PTA Board.
	* Repeated or severe violations may result in the removal of access to PTA social media accounts or other appropriate actions.

**Policy Review:**

This policy will be reviewed annually by the PTA Board of Directors to ensure it remains current with PTA objectives, school district policies, and applicable laws.

**Adoption Date:**

This policy was adopted by the Maple Hills Elementary PTA on [Date].

**Maple Hills Elementary PTA Social Media and Email Communication Policy**

**Purpose:**

The Maple Hills Elementary PTA uses social media platforms and email communications to keep parents, staff, and the community informed about PTA events, programs, and initiatives. This policy ensures that all communications maintain a positive, respectful, and inclusive environment while supporting the mission and values of the PTA and the Issaquah School District.

**Social Media Guidelines:**

1. **Respect and Inclusivity:**
	* All content shared on PTA social media platforms must promote a respectful and inclusive environment. Posts should not discriminate or offend based on race, color, religion, gender, age, national origin, disability, or any other characteristic protected by law.
	* Discriminatory, defamatory, offensive, or illegal comments or posts will be removed immediately.
2. **Content Approval:**
	* Only authorized PTA representatives, such as the President, Director of Communications, or other designated officers, may post on official PTA social media accounts.
	* All content must align with the PTA’s objectives, promote PTA-sponsored events, or support school-wide initiatives. Content that is political, religious, or commercial in nature, unrelated to PTA activities, is prohibited.
3. **Privacy and Safety:**
	* Personal information, such as addresses, phone numbers, or photos of students, parents, or staff members, should not be shared without explicit consent.
	* Avoid tagging individuals or posting pictures of students without permission from their parents or guardians.
	* Respect the privacy of all community members by not sharing private conversations or communications without consent.
4. **Comments and Interaction:**
	* Comments are welcome and encouraged but must remain constructive, respectful, and relevant to PTA activities or topics.
	* The PTA reserves the right to moderate, delete, or report comments that are spam, abusive, off-topic, or violate this policy.
5. **Responsibility and Compliance:**
	* All PTA social media activity must comply with the Issaquah School District policies, Washington State PTA guidelines, and all relevant federal and state laws.
	* PTA representatives must adhere to the district’s Acceptable Use Policy and ensure that all online conduct reflects the values of the PTA and the school community.
6. **Crisis Communication:**
	* In the event of a crisis or emergency, all social media communications will be coordinated with the Issaquah School District and relevant authorities to ensure consistent and accurate information is shared.
7. **Account Management:**
	* PTA social media accounts are the property of the Maple Hills Elementary PTA and must be maintained with current login credentials. Access will be granted only to authorized individuals.
	* When a new officer assumes the role of managing social media, passwords should be updated to maintain account security.

**Email Communication Guidelines:**

1. **Purpose and Content:**
	* Emails from the PTA to families should be used to communicate information about PTA events, programs, volunteer opportunities, fundraising activities, and important updates.
	* Content should be clear, concise, relevant, and align with the PTA’s mission. Emails should not contain personal opinions, political endorsements, or commercial advertisements unrelated to PTA activities.
2. **Privacy and Distribution:**
	* All email communications must comply with privacy laws and respect the confidentiality of recipients’ personal information.
	* Distribution lists should be managed securely, and recipients’ email addresses should not be shared without permission. Use the “BCC” field to protect privacy when sending group emails.
3. **Opt-Out Option:**
	* Families should be given a clear option to opt out of receiving PTA emails. The opt-out process must be simple and promptly honored.
4. **Consistency and Branding:**
	* Emails should maintain a consistent format and tone, reflecting the PTA’s branding and values. Include the PTA logo, contact information, and a link to the PTA website or social media channels for additional information.
5. **Frequency and Timing:**
	* The frequency of emails should be balanced to keep families informed without overwhelming them. Timing should consider school events and holidays to maximize engagement.

**Violations and Consequences:**

* Violations of this policy may result in the removal of content, revocation of posting privileges, or other disciplinary actions as determined by the PTA Board.
* Repeated or severe violations may result in the removal of access to PTA social media accounts or email systems, or other appropriate actions.

**Policy Review:**

This policy will be reviewed annually by the PTA Board of Directors to ensure it remains current with PTA objectives, school district policies, and applicable laws.

**Adoption Date:**

This policy was adopted by the Maple Hills Elementary PTA on [Date].