

Plano ISD Council of PTAS
SOCIAL MEDIA POLICY
2024-2025

Approved at the 09/19/2024 Delegate meeting

The purpose of social media is to:

- Promote PTA, membership, or PTA event;
- Direct traffic to the PTA website for more information, encouraging participation and membership;
- provide accurate, relevant, and up-to-date information.

Content

The PTA executive board shall approve the social media site(s) and assign the responsibility for monitoring content. All content shared on PTA social media platforms must:

- Be civil, cordial, and relevant
- Be inclusive of all groups
- Avoid making the site an exclusive vehicle for board information behind passwords
- Avoid “PTA-speak” (limit acronyms or terms unfamiliar to the average parent)
- Not include documents intended for members only (e.g. bylaws, minutes, and financials) unless access is restricted to PTA members
- Not endorse, promote or solicit on behalf of a business, product, or service
- Not use comments and posts used as advertising space (explicit or implied)
- Not endorse any candidate or political party
- Be verified for access
- Obtain permission from individuals prior to posting photographs or videos
- Follow school district communication guidelines for photo releases via PTA before publishing photos or videos

Notice

Texas PTA and its constituent associations are encouraged to post the following information on their social media site so visitors know the expectations:

“[PTA NAME] 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.

Solicitation, or anything that resembles solicitation, shall not be posted on this site. If complaints are received about the content or if the PTA deems content to be advertising, that content will be removed regardless of whether the content is relevant to our members.

Offensive or inappropriate content shall not be tolerated. Any such content will be removed and the

author will be banned from the site. Abusive or inappropriate content includes anything that isn't child-friendly, personal attacks, spam, copyrighted material, or bullying of any kind."

Posts endorsing a candidate for office or any political party shall be removed immediately. This site is not the appropriate place to express complaints and grievances. If you have a concern, please contact a member of the PTA executive board."