

## Northshore Council PTSA Social Media Policy

### Purpose

Social Media includes all means of communicating or posting information or content of any sort on the internet. Northshore Council PTSA uses a number of channels across the internet to communicate with local PTA leaders and our NSD community. These accounts are intended to provide updated information, news, resources, stories from different levels of PTAs (local to national), ways to get involved, as well as serving as discussion forums for interested participants, including, but not limited to, PTA leaders, PTA members, and area community members.

### Current Platforms

Northshore Council PTSA currently has active accounts for the following platforms:

- **Website** - <http://www.northshorecouncilptsa.org/>
- **Facebook** - <https://www.facebook.com/Northshore.Council.PTSA/>
- **Twitter** - <https://twitter.com/NSCouncilPTSA>
- **YouTube** - <https://www.youtube.com/channel/UComqwn81c2ZuHFYSBmpYwXA>

Before any media platform is utilized for Northshore Council PTSA, it should be analyzed to determine:

- Compatibility with communication goals,
- Audience reach,
- Ability to comply with the platform's Terms & Conditions (user agreement).

The Northshore Council PTSA Executive Board shall approve any new social media channels and assign the responsibility for monitoring content.

Once a platform has been selected and approved for implementation, its use should conform to Northshore Council PTSA's Social Media Policy.

### Procedure

Northshore Council PTSA's online communication channels will be administrated by the President(s) and the Vice-President(s) of Communications. Other board positions may be added as administrators at the discretion of the President(s) and the VP(s) of Communications. They will monitor and approve and post social media content. Board members, committee chairs and others may submit information for posting to the administrators.

Board members or committee chairs wanting to set up a separate media site, or a specialized group within an existing site, should consult with the President(s) and the VP(s) of Communication before doing so.

## Presence

The success of any given social media channel is contingent upon maintaining an active presence and regularly posting/sharing timely and relevant information. With that in mind, frequency of posts is an important consideration.

Frequency Goals:

- **Website** - at least once a week; ongoing maintenance to ensure static pages are regularly updated with current information.
- **Facebook** - at least 3 posts a week (ideally 5+ posts/week); not more than 3 posts/day
- **Twitter** - daily tweets (ideally, 1-5 tweets/day, 5+ days/week)
- **YouTube** - as needed

Using available technology, it is recommended that interactions be tracked and used to inform future practice and posting guidelines as well as to optimize use of each platform and audience reach. Tools include, but are not limited to:

- **Website** - Weebly analytics; Google analytics
- **Facebook** - Facebook analytics
- **Twitter** - Twitter analytics
- **YouTube** - n/a

## Content

Northshore Council PTSA uses social media to highlight material in support of its mission and goals, including programs, activities, events, web content, reports and other resources. Posts will include content from trusted outside resources. These include, but are not limited to, posts from other levels of PTA, Northshore School District and associated entities, government agencies, media outlets, nonprofit associations/organizations, and nonprofit publications.

Content on all social media outlets used by Northshore Council PTSA will:

- Be civil, cordial and relevant.
- Not include documents intended for members only, such as bylaws, minutes and financials, unless access is protected and available only to members of that PTA.
- Not endorse, promote or solicit on behalf of a business, product or service.
- Not include comments and posts used as advertising space (explicit or implied).
- Not endorse a candidate or political party.
- Have obtained express permission from the parent/guardian prior to posting of photographs and/or videos that include children.
- Not break the law or encourage others to do so.

Note: All content published by Northshore Council PTSA must also be in accordance with Washington State PTA and National PTA Social Media Policy.

## **Participant Guidelines**

One of the biggest benefits of the internet and social media is the opportunity it affords to connect with other organizations and individuals, both within and outside of PTSA.

Participants are responsible for their own conduct, taking personal responsibility for their comments, username, and any information they provide. While Northshore Council PTSA welcomes questions and comments in an open forum, it is important to remember manners and courtesy so everyone feels comfortable participating.

To keep an open and constructive dialogue, it is insisted that all of our social media friends adhere to the guidelines listed below. Northshore Council PTSA encourages participation but if a comment falls under any of the categories below, it will be removed.

- Off-topic posts of any kind will not be allowed; please keep comments and posts clean and relevant.
- No graphic, obscene, explicit, or racial comments or posts allowed.
- No comments will be allowed that are abusive, hateful, or intended to defame anyone or any association; harassment and bullying of any kind will not be tolerated.
- Advertisements, endorsements, or promotions of third party solicitations will not be allowed.
- To maintain nonpartisanship, endorsements or opposition of political candidates are not allowed. Any posts by others about a candidate is not an endorsement or opposition by Northshore Council PTSA.
- Comments that suggest or encourage illegal activity will not be tolerated.
- Spam is not allowed and will be removed.
- Personal information including email addresses, telephone numbers, mailing addresses, or any type of identification numbers will be removed.

Any content that is deemed to be prohibited or objectionable will be removed by the PTSA President(s), Vice President(s) of Communications, or the delegate assigned to maintain the social media presence.

Grievances or concerns regarding communication policies should be directed to [communications@northshorecouncilptsa.org](mailto:communications@northshorecouncilptsa.org).

Northshore Council PTSA appreciates all members and followers and we thank participants for adding to the discussion and advocating for all children.

## **Advertising & Sponsorships**

One of the goals of Northshore Council PTSA is to serve as a resource to its community. Sharing information about programs, events and activities that may be of interest to its local PTAs/PTSAs and the Northshore community can facilitate meeting that goal. Examples of shared information may include free, community-oriented events being hosted by not-for-profit organizations, schools, community groups, or government organizations.

As a general policy, Northshore Council PTSA will not post on behalf of any commercial business or outside (non-PTA) membership organization (e.g., scouting groups, sporting leagues, etc.), or share events or programs of outside (non-PTA) fundraising or promotional ventures.

Northshore Council PTSA reserves the right to occasionally share information regarding events/programs of ASB-affiliated groups that work within Northshore schools in order that it show support for these student-centered organizations working in our Northshore community.

Should Northshore Council PTSA opt to accept sponsorships or partner with businesses or other outside organizations to host a program or event, Northshore Council PTSA reserves the right to publicly acknowledge and thank those sponsors/partners. In order to preserve the tax-free income generated from a sponsorship, the acknowledgement thanking the business/organization must not actually promote the sponsor, its product or services.

Any business or individual seeking a presence on Northshore Council PTSA social media platforms will be carefully screened to ensure it meets Northshore Council PTSA standards and legal obligations.

Note: The appearance of external links on any Northshore Council PTSA platform does not constitute official endorsement by Northshore Council PTSA or on behalf of local PTAs/PTSAs, Washington State PTA or National PTA.

## **Privacy**

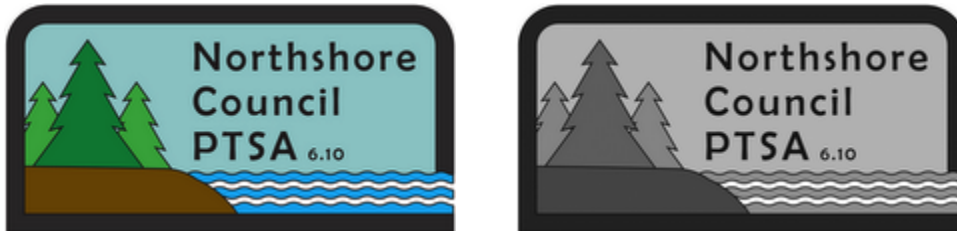
Anyone posting on behalf of Northshore Council PTSA shall not post confidential information on Northshore Council PTSA social media platforms. This includes financial information, legal matters, unreleased promotional materials, draft documentation, or personal information.

Representatives posting on behalf of Northshore Council PTSA are to respectfully and professionally represent the organization, adhere to terms and conditions of any third-party sites, and take full responsibility for their communication.

To observe the privacy of all individuals-- especially children-- photos and videos may only be uploaded by approved Northshore Council PTSA social media administrators. It is the policy of Northshore Council PTSA not to identify any minor by their full name or by tagging in any photo on or on any online site unless permission has been granted by the parent/guardian.

## **Branding**

Consistency in branding helps to deliver a consistent, clear, and uniform presence for Northshore Council PTSA and resources it provides. It helps users recognize/identify Northshore Council PTSA's programs and services and is critical in strategically promoting its mission.



The Northshore Council PTSA logo should be used on all printed and digital materials distributed for the purpose of Northshore Council PTSA program/event awareness as well as Council-sponsored programs/events.

Note: Use of National PTA and Washington State PTA logos must be in accordance with their respective visual identity standards and guidelines.

## **Transition**

Responsibility for Northshore Council PTSA social media platforms will transition to the incoming PTSA President(s) and the Vice-President(s) Communications. The outgoing and incoming individuals in those roles will be responsible for coordinating and executing a seamless transition, including sharing of login credentials for all social media platforms, without substantial delay. Passwords for social media platforms shall be changed upon completion of role transfer.

## **References**

National PTA Social Media Policy (January 2015) - [http://s3.amazonaws.com/rdcms-pta/files/staging/public/Social%20Media%20Policy\\_Jan2015.pdf](http://s3.amazonaws.com/rdcms-pta/files/staging/public/Social%20Media%20Policy_Jan2015.pdf)

Washington State PTA Social Media Policy (May 2017) - <https://www.wastatepta.org/wp-content/uploads/2016/12/WSPTA-Policy-Manual-May-2017.pdf>

California State PTA Communications Toolkit - <http://toolkit.capta.org/running-your-pta/communications/pta-publications/> (accessed: 8/2018)

Briarwood Elementary PTA Communications Policy - <http://briarwoodelementarypta.org/Doc/General/Briarwood%20Elementary%20PTA%20Communications%20Policy.pdf> (accessed: 7/2018)

Ridgecrest Elementary PTA Media Policy - <http://www.ridgecrestpta.com/ridgecrest-pta-media-policy.html> (accessed: 9/2018)

Hootsuite, "How to Write a Social Media Policy for Your Company" - <https://blog.hootsuite.com/social-media-policy-for-employees/> (accessed: 7/2018)

Minnesota Council of Nonprofits, "Templates and Samples" - <http://www.minnesotanonprofits.org/nonprofit-resources/templates-samples> (accessed: 8/2018)