



## Social Media Policy 2024-2025

The Heatherwood PTA is an association committed to child advocacy.

### Purpose

The Heatherwood PTA communicates with the local community via our website and social media pages (i.e. Facebook, Instagram). The purposes of this communication are:

- Encourage participation and membership in Heatherwood PTA.
- Promote events that are organized or sponsored by Heatherwood PTA.
- Provide accurate, relevant, and up-to-date information regarding Heatherwood PTA.
- Share district, community, and school information that impacts or promotes the families in our community.

### Content Posted by Heatherwood PTA

Content posted on PTA social media sites will:

- Align with the stated purposes of PTA communication (above).
- Be civil, respectful, and inclusive of all groups.
- Use accessible language that avoids “jargon” and acronyms as much as possible.
- Have appropriate permissions from individuals, the school, and the school district prior to posting photographs and/or videos.

### Terms of Conduct for Heatherwood PTA Social Media

The following terms of conduct will be included on all PTA social media accounts. Violation of these terms of conduct may lead to removal of posts, loss of posting privileges, or a removed ability to comment on PTA social media.

- Content on PTA social media posts must be “child-friendly.”
- Heatherwood PTA does not allow graphic, obscene, explicit, or racial comments or posts. We do not allow comments that are abusive, hateful, or intended to defame anyone; harassment and bullying of any kind will not be tolerated.
- We respect other members’ positions and philosophies.
- The appearance of external links on this page does not constitute official endorsement on behalf of the PTA or our members.
- To maintain nonpartisanship, promotion or opposition of political candidates are not allowed. Any post by others about a candidate is not an endorsement or opposition by Heatherwood PTA.
- 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.

### Procedure

- The PTA will monitor all social media content.
- Committee chairs and others may submit information for inclusion on social media to the communications chairperson or PTA president.
- No social media account will be created or run on behalf of the PTA without the approval of the PTA board of directors.

The Heatherwood PTA appreciates all members and followers. Thank you for adding to the discussion and advocating for all children.

