

Ithaca SEPTA SOCIAL MEDIA POLICY

The Ithaca Special Education PTA (SEPTA) has established the following policy to guide its media efforts and other on-line activities, including social media. Media opportunities, including social media, are growing rapidly. However, before any media platform is utilized for SEPTA, it should be analyzed to determine:

- Compatibility with SEPTA's media goals
- Compliance/agreement with a platform's Terms & Agreements
- Audience reach

Once a platform has been selected and approved for implementation, its use should conform to this policy.

SEPTA Media Goal

SEPTA may employ various forms of media to keep SEPTA families and the ICSD community informed and involved in SEPTA's efforts and programs.

Media Objectives

- To actively engage SEPTA families and the ICSD community by various media outlets, including social media, to communicate about SEPTA efforts and programs as well as issues that may affect the school or education.
- To encourage a closer relationship between families and the school to foster cooperation in the education of our children.
- To encourage volunteer participation in SEPTA.
- To encourage attendance at SEPTA programs and events.
- To listen to and understand any concerns or suggestions voiced by SEPTA families via social media.

Social Media Presence

SEPTA's current social media presences are the SEPTA web site, Facebook and the Ithaca SEPTA Yahoo Group. The SEPTA web site, Facebook and the Ithaca SEPTA Yahoo Group will be set up and maintained by a person delegated with the task by the SEPTA President or Co-Presidents in accordance with the goal and objectives stated in this policy. In addition, the SEPTA President or Co-Presidents and Secretary will maintain Administrator rights. Additional websites, social media accounts, mailing lists, groups, or other online resource that uses the Ithaca SEPTA name, represents Ithaca SEPTA, or otherwise is linked to Ithaca SEPTA may not be created without the express consent of the Ithaca SEPTA Executive Committee.

Media Implementation

All content published by SEPTA or to the SEPTA web site, Facebook and the Ithaca SEPTA Yahoo Group or other social media platforms must be in accordance with the following intended uses:

- Encouraging membership in SEPTA,
- Distributing advance notices of SEPTA events and initiatives,
- Soliciting volunteers to assist with SEPTA events and initiatives,
- Encouraging participation in fundraisers, food/clothing drives, book fairs, recognition events, and other events and initiatives,
- Informing SEPTA families about news, events, programs, or legislation that may affect the school or education,
- Recognizing special achievements or accomplishments of SEPTA members or staff members,
- Encouraging support for SEPTA legislative initiatives, when appropriate,
- Recognizing SEPTA partners and supporters, when appropriate, and
- Other uses as approved by the SEPTA President

While SEPTA does not seek to censor posts or limit freedom of speech on its social media platforms, all content must be in compliance with SEPTA's policy and intended uses. Any content that is deemed to be prohibited or objectionable will be removed by the SEPTA President/Co-Presidents, Secretary, or the delegate assigned to maintain the social media presence. The following uses are prohibited on any SEPTA media outlet, including social media platforms:

- Cyberbullying of any kind, including insulting, targeting, embarrassing or excluding any individuals, including but not limited to School Board officials, school administrators, teachers, SEPTA members, students, parents or other individuals,
- Offensive language, including but not limited to ethnic, religious and racial slurs; profanity; sexually explicit language and the like;
- Acronyms of offensive expressions, e.g. WTF, POS, DOC, FAH, FB, HUYA, LMAO, I&I, etc.
- Soliciting or advertising any business, except to the extent that such advertising occurs in conjunction with fundraisers and/or recognition of PTA partners and supporters
- Furthering an issue or product for personal or professional gain,
- Conversing about SEPTA Board business or discussions,
- Airing grievances with School Board officials, school administrators, teachers, SEPTA members, students or other individuals, and
- Documents intended for members only, such as bylaws, minutes and financials, unless access is protected and available only to members of SEPTA

Determination of prohibited use or objectionable content is at the sole discretion of the SEPTA President/Co-Presidents and/or his or her delegate. Any complaint of objectionable content will be handled by the SEPTA President/Co-Presidents or the Secretary.

Required Notice

The following notice shall be posted, in a manner appropriate to each, to the SEPTA web site, Facebook and the Ithaca SEPTA Yahoo Group.

- SEPTA 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 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 banned from the site. Offensive 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.

Photos and Videos

Photos and videos may be uploaded periodically to the SEPTA Facebook page and/or website. It is the policy of SEPTA to post NO photos of any children on any Internet site unless the EXPRESS permission has been granted from the parent/guardian.

Delegated Authority for Administration

In the event of illness or extended vacations, it may be necessary to delegate authority for media administration/maintenance to a SEPTA board member other than the aforementioned delegate. Authority must be delegated in writing or via email.

Enforcement

The SEPTA Executive Committee reserves the right to revoke access to any or all SEPTA online resources by any individual who violates these rules or otherwise abuses SEPTA online resources

Annual Transition

Responsibility for SEPTA's media platforms will transition to the in-coming PTA President/Co-presidents along with other responsibilities. The outgoing and in-coming President/Co-

presidents will be responsible for coordinating and executing a seamless transition without substantial delay.

Sources

This policy document was adapted from the Garrett Park Elementary School PTA Media Policy, http://www.gpespta.org/media/media_policy and the Texas PTA Social Media Policy, <http://www.nisdpta.org/docs/Texas%20PTA%20Social%20Media%20Policy.pdf>. We gratefully acknowledge their contributions.

The Garrett Park Elementary School PTA Media Policy was developed with information obtained or input from: 2011-2012 Ridgecrest PTA Board of Directors and the national PTA web site.

Adopted: 2/13/2015