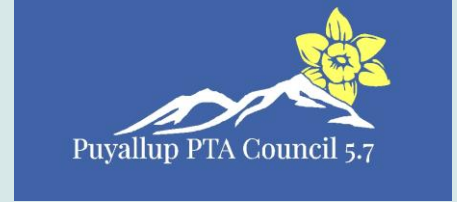


SOCIAL MEDIA POLICY

Always pause and think before posting. Remember that the President is always the spokesperson. That said, reply to comments in a timely manner, when a response is appropriate. But if it gives you pause, pause. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, you might want to discuss it with the PTA board. Ultimately, what you publish is yours - as is the responsibility. So be sure.

Perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a Puyallup PTA Council board member, you are creating perceptions about your expertise and about PTA. Do us all proud. Be sure that all content associated with you is consistent with your work and with PTAs values and professional standards.

It's a conversation. Talk to the PTA leaders like you would talk to real people in professional situations. In other words, avoid overly pedantic or "composed" language. Don't be afraid to bring in your own personality and say what's on your mind. Consider content that's open-ended and invites response. Encourage comments. You can also broaden the conversation by citing others who are blogging about the same topic and allowing your content to be shared or syndicated.



2019-2020

Adopted by The Board
08/04/2019

Approved by the members
10.1.2019

Posts will be removed that:

Are unlawful, libelous, defamatory, sexually explicit, obscene, abusive, violates other's privacy rights.

Contains personal information such as telephone numbers, street addresses or email addresses.

Are vulgar or inappropriate language.

Contains confidential, non-public information about individuals.

Degrades others on basis of gender, race, class, ethnicity, national origin, religion, sexual preference or disability.

Are a personal attack or designed to incite others to violate rules.

Are disruptive or off topic

For any commercial purpose or solicitation of donations.