

Social Media Policy

Matthew Maury Elementary

The purpose of social media channels for the Maury PTA is to:

- Promote Maury PTA programs, membership, and events
- Provide updates on Virginia and National PTA programs and information
- Direct traffic to the PTA website for more information, encouraging participation and membership
- Provide accurate, relevant, and up-to-date information
- Recognize partners and sponsors of the PTA and its programs

The PTA executive committee shall approve the site and assign the responsibility for monitoring content. Content on all social media channels used by the PTA shall:

- Be managed by 2-3 executive committee members with whom the password or admin rights will change every year
- Be civil, cordial, and relevant
- Be welcoming to all families
- Not use explicit, or profane language and acronyms of explicit expressions
- Not use offensive language, including but not limited to ethnic, religious, and racial slurs
- Not air grievances with PTA, school board members, school administrators, teachers, PTA members, students or other individuals
- Not promote an issue or product for personal or professional gain
- Not include documents that are for members only, such as bylaws, minutes, and financials, unless access is protected and available only to members of this PTA
- Not endorse, promote, or solicit on behalf of a business, product, or service
- Not endorse a candidate, political party, policy or religious issue or cause unless it is in line with national and state PTA positions.
- Not include comments and posts intended as advertising
- Be verified for access
- Communicate the Maury PTA photo use policy and/or obtain permission from individuals prior to posting photographs and videos.
- Know individual school district (ACPS) policy for social media use

Notice

Matthew Maury PTA has posted the following information on their Facebook site so visitors are aware of the expectations.

The Maury PTA 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 will not be tolerated and will be removed and its author will be banned from the site

● Posts endorsing 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 committee.