

# Arrowhead Elementary PTA Communications Policy

The Arrowhead Elementary PTA Executive Board has established the following policy to guide its on-going communications efforts and activities, including its website, emails and social media.

Before any new communications tool is implemented, the PTA Executive Board or Communications V.P will analyze it to determine:

- Its compatibility with the Arrowhead Elementary Mission and Goals.
- The PTA's ability to comply with the platform's Terms and Agreements and
- The ability to reach the targeted audience.

## **Arrowhead Elementary PTA Communications Goals**

The Arrowhead Elementary PTA will employ various forms of media to communicate with Arrowhead families and keep them informed of and involved with our programs and events.

Current forms of approved communications include:

- Arrowhead Elementary PTA website ([www.ptaarrowhead.org](http://www.ptaarrowhead.org))
- Arrowhead Elementary PTA Facebook Page (<https://www.facebook.com/ArrowheadElementaryPTA/>)
- Emails delivered through Mailchimp or similar service
- Printed newsletters and flyers.
- PTA bulletin board in the office and outside.

## **Communications Objectives**

- To actively engage Arrowhead Elementary families through various channels
- To communicate about Arrowhead PTA programs and activities as well as information affecting the school or educational environment.
- To encourage and solicit volunteer participation in the Arrowhead PTA.
- To encourage and solicit attendance at Arrowhead PTA programs and Events.
- To encourage and support assistance for Arrowhead Elementary faculty and staff.
- To be a resource for local and state advocacy and legislation information.

## **Communications Chair**

The Communications position has been established to have a central point of contact for all PTA communications to ensure timely, consistent, accurate and succinct information delivery.

## **Social Media Presence**

The social media presence for Arrowhead Elementary will initially be on Facebook. Other social media channels may be added in the future as deemed necessary by the Arrowhead Elementary Board of Directors

The Arrowhead Elementary PTA website and facebook page may be maintained by individuals appointed to the Communication Committee by the Board.

## **Social Media Implementation**

All content published by the Arrowhead Elementary PTA Facebook page or other social media platforms must be in accordance with the National PTA Social Media Guidelines for the following intended uses:

- Encouraging membership in the PTA
- Distributing advanced notice about PTA programs, events and activities
- Soliciting volunteers to assist with PTA activities
- Encouraging participating in fundraisers and other activities
- Informing the Arrowhead community about news, events or programs that may affect the school or educational environment.
- Recognizing special achievements or accomplishments of the PTA members or those of Arrowhead's faculty or staff.
- Highlighting events and programs in our community that are of particular interest to elementary school students and families and fall under the classification of state/city/county program or established non-profit group.

## **Prohibited Uses**

Any content that is deemed to be prohibited or objectionable will be removed immediately. The following uses are prohibited on any Arrowhead Elementary PTA communications outlet:

- Cyber-bullying of any kind, including insulting, targeting, embarrassing or excluding any individuals, including but not limited to School Board officials, school administrators, faculty or staff, PTA members, students, parents or other individuals
- Offensive language including but not limited to ethnic, religious and racial slurs, profanity, sexually explicit language and acronyms/abbreviations of offensive expressions.
- Soliciting or advertising any business
- Furthering an issue or product for personal or professional gain.
- Endorsing any political candidates or platforms and
- Conversing about PTA Board business or discussions

Determination of prohibited use or objectionable content is at the discretion of the PTA Board of Directors or Communications chair.

## **Photos and Videos**

The Arrowhead PTA will act in accordance with the NSD School District's op-out process.

To observe the privacy of all individuals - especially children - photos and videos may only be uploaded by approved PTA website and social media channel administrators or the parents themselves. It is the policy of the Arrowhead PTA not to identify any child by name in any photo or on any Internet site unless permission has been granted from the parent/guardian.

Children who are recognized on any of our printed communication outlets can be listed with either First Name-Last Initial or Full Name. (However, full names should never accompany a photo of a child).

## **Email**

Each PTA Board member and committee chair who uses email to do their PTA job will be provided with an email address @ptaarrowhead.org.

When corresponding with parents/staff about a program or event you are leading, please use an auto-signature such as:

Jane Smith  
Arrowhead Elementary PTA  
BBQ Committee Chair

## **Bulletin Boards**

Bulletin Boards will be updated monthly or kept in a state with generic information with website links. This duty will be delegated by the board. One bulletin board key will always be kept by the main office. Items appropriate to be included on the boards:

- Key Dates
- Announcements
- PTA Clubs/ Activities Flyers
- Fundraising Reminders

Bulletin Board supplies will be kept in room 124 in a labeled and tidy condition.

## **Annual Transition**

Administrative access and responsibility for Arrowhead PTA's communications channels will transition to the incoming approved board positions. The outgoing and incoming PTA

President(s) will be responsible for coordinating and implementing a seamless transition without substantial delay or downtime.

The outgoing President is responsible for updating the list of all board members and chairs with email addresses. That information is delivered to the Technology Chair who, as of July 1 of every year, will change the forwarding of every ptaarrowhead.org email to the successor. If a successor has not been identified by July 1, then the President will communicate who the email should forward to in the interim to the technology chair. At this time, the names on the ptaarrowhead.org chairs page will be updated.