# Social Media & PTA Advocacy

<table>
<thead>
<tr>
<th><strong>GREEN</strong></th>
<th><strong>YELLOW</strong></th>
<th><strong>RED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sources you can retweet or share immediately.</td>
<td>Sources you should consider/research before retweeting or sharing.</td>
<td>Sources you should never retweet or share from a PTA owned/named account.</td>
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<tr>
<td>• National PTA</td>
<td>• Other State PTAs</td>
<td>• Political Parties</td>
</tr>
<tr>
<td>• California State PTA</td>
<td>• EdSource</td>
<td>• Support for a political candidate</td>
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<tr>
<td>• Your District PTA</td>
<td>• California Department of Education</td>
<td>• Federal legislative positions or national issues that differ from the National PTA position</td>
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<tr>
<td>• Your Council PTA</td>
<td>• State elected officials: Governor, Assembly Members and Senators</td>
<td>• State legislative or ballot positions that differ from the California State PTA position</td>
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<tr>
<td>• Your County Office of Education</td>
<td>• Federal elected officials: President, Members of Congress, Senators</td>
<td>• Local ballot, tax or bond positions that differ from your PTA council or district position, OR those you haven’t voted to support</td>
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<td>• Your School District</td>
<td>• Legislative Analyst’s Office (LAO)</td>
<td>• Anything that is mean spirited, accusatory, or not true</td>
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<td>• Your School</td>
<td>• Allied Agencies</td>
<td></td>
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<tr>
<td>• Your PTAs events</td>
<td>• Other PTA officers</td>
<td></td>
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<td>• Ed100</td>
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<tr>
<td>• Items pre-approved for distribution</td>
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### Go for it!

### Think*Research*Ask

### Not from a PTA account

National PTA and/or California State PTA positions can be found on the following websites:
- [http://capta.org/focus-areas/advocacy/position-statements](http://capta.org/focus-areas/advocacy/position-statements)
- [http://capta.org/focus-areas/advocacy/resolutions](http://capta.org/focus-areas/advocacy/resolutions)
- [http://capta.org/focus-areas/advocacy/current-legislation](http://capta.org/focus-areas/advocacy/current-legislation)

Elections and candidates have their own section in the California State PTA online Toolkit:
- [http://toolkit.capta.org/advocacy/election-campaigns](http://toolkit.capta.org/advocacy/election-campaigns)

Quick responses are important for social media; so this guide can help you feel comfortable re-tweeting, sharing and posting on social media. Some pre-planning can also help with quick responses. BUT always remember, if in doubt leave it out. This is offered as a guide it is not an all inclusive list.

**Be respectful | Be honest | Be discreet | Be responsible**
Social Media Guidelines for PTAs in California

Best practices and guidelines are not inclusive and social media and situations change.

Guidelines and Best Practices for PTA social media sites:

All PTA social media posts must be respectful, truthful, discreet and responsible. Posts must be Noncommercial, Nonsectarian, Nonpartisan according to PTA policies.

Administering PTA Social Media Sites:

- Have at least two Administrators. Although the President is responsible for approving material, A PTA can have a communications plan with preapproved content and general guidelines. The president may appoint a social media person/people to post on PTA sites.
- Some sites (i.e., Facebook) allow contributors or multiple administrators, so adding specialized contributors can allow greater flexibility and faster response. PTAs should set guidelines ahead of time about what each contributor can and cannot not post. This allows posts from sources which are quick and accurate.
- Be sure all logins and passwords are kept in a safe place and passed on to the next term’s officers. Suggest sites be registered to generic emails for the officers so accounts can be passed along with out interruption. (i.e., mailto:sunshineptapresident@gmail.com or mailto:president@sunshineptta.org)

Content on PTA social media:

- Posts should be PTA related and approved. Highlighting special events, programs, grants, PTA and school deadlines, allied agency information and other information of interest to PTA members is a good use of social media.
- Content from vetted sources or excerpts from previously PTA approved flyers, emails or website content is a good way to keep content timely without over burdening your officers. (See Red, Yellow, Green guidelines)

Others posting on PTA social media:

- PTA Social Media sites (including websites) that are administered and owned by the PTA and not the school, do not need the principal’s approval for posts. A good working relationship between the PTA and the school site administrator is best, so when possible coordinate.
- Each local PTA can decide if it wants to allow comments on sites or if it prefers a push only site. The advantage to having a more interactive site is that it allows you to know how your community feels; the disadvantage is that it allows comments which will need to be monitored. If you do allow public comments or postings, someone will need to monitor the site and decide what is appropriate. Inappropriate or off topic comments should be deleted. The PTA can decide to delete any comment or post it chooses.
- Setting guidelines and posting them on your sites can help if you feel it is necessary to delete a comment and are asked why. Your PTA social media sites are controlled by you local association and you are not required to post or keep any items.

Suggested Posting Guidelines:

Please follow these guidelines when commenting on our site:

- **Be Relevant** - Stay on topic.
- **Be Respectful** - Keep things civil. Avoid abusive or offensive language, threats, hate speech, libels and calls for violence. And don’t make jokes about the misfortune of others.
- **Be Honest** - Use your real name. Don’t post commercial messages. Don’t publish copyrighted material that belongs to someone else.
- **Be Discreet** - Don’t publish telephone numbers, addresses or other personal information about yourself or others.
- **Be Responsible** - Think about what you write before posting. Users are solely responsible for what they post.