



Briarwood Elementary PTA Communications Policy

The Briarwood Elementary PTA Executive Board has established the following policy to guide its on-going communications efforts and activities, including its website, e-blasts, and social media. Before any new communications tool is implemented, the PTA Executive Board and Communications Chair will analyze it to determine:

- Its compatibility with the Briarwood PTA's communications goals
- The PTA's ability to comply with the platform's Terms and Agreements, and
- The ability to reach the targeted audience

Once any new platform has been selected and approved for implementation, its use should conform to the following policy:

Briarwood Elementary PTA Communications Goal

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

Current forms of approved communications include:

- Briarwood Elementary PTA website (<http://briarwoodelementarypta.org/>)
- Briarwood Elementary PTA Facebook page (<https://www.facebook.com/pages/Briarwood-Elementary-PTA/172719956237684>)
- **Briarwood Elementary PTA Instagram (briarwoodpta)**
- **Remind Email Communication**
- **Weekly and Targeted E-blasts via Mailchimp**
- Printed flyers

Communications Objectives

- To actively engage Briarwood Elementary families through various communications channels, including social media
- To communicate about Briarwood PTA programs and activities as well as information affecting the school or the educational environment.
- To encourage and solicit volunteer participation in the Briarwood PTA.
- To encourage and solicit attendance at Briarwood PTA programs and events.

- To encourage support and assistance for Briarwood Elementary faculty and staff
- To be a resource for local and state advocacy and legislation information

Social Media Presence

The social media presence for Briarwood Elementary is on Facebook and Instagram. Other social media channels may be added in the future as deemed necessary by the Briarwood PTA Executive Board and VP of Communications.

The Briarwood PTA website, Facebook page, and Instagram account may be maintained by the following Board positions in accordance with the goal and objectives stated in this policy:

- President
- VP of Communications
- Other Board positions may be added as Facebook “editors” at the discretion of the PTA President.
- Non-Board Members may be added as “editors” at the discretion of the VP of Communications and Board President.

Social Media Implementation

All content published by the Briarwood PTA or to the Briarwood PTA Facebook page or other social media platforms must be in accordance with the National PTA Social Media guidelines (found at: [http://www.pta.org/files/NPTA_Social_Media_Tipsheets_\(2\).pdf](http://www.pta.org/files/NPTA_Social_Media_Tipsheets_(2).pdf)) and the following intended uses:

- Encouraging membership in the Briarwood PTA
- Distributing advance notice about Briarwood PTA programs, events, and activities
- Soliciting volunteers to assist with Briarwood PTA activities
- Encouraging participation in fundraisers, programs, recognition events, and other events or activities
- Informing Briarwood families about news, events, or programs that may affect the school or educational environment
- Recognizing special achievements or accomplishments of Briarwood PTA members or those of Briarwood Elementary faculty or staff
- Recognizing Briarwood PTA partners, sponsors, and supporters when appropriate, and Other uses as approved by the Briarwood PTA President and/or Principal
- Highlighting events and programs in our community that are of particular interest to elementary school students and families – and fall under the classification of a 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 Briarwood 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 (e.g., WTF, etc.)
- Soliciting or advertising any business
- Furthering an issue or product for personal or professional gain
- Endorsing any political candidates or platforms
- Conversing about PTA Board business or discussions

Determination of prohibited use or objectionable content is at the discretion of the PTA Executive Board and the VP of Communications.

Photos and Videos

Briarwood PTA will act in accordance with the Issaquah School District FERPA (Family Education Rights and Privacy Act) opt-out process. To request that your child not be pictured in any of our communications, please visit the ISD follow the directions for making a request in writing.

Privacy

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. It is the policy of the Briarwood 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 communications 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 desires one and uses email to do their PTA job, will be provided with a PTA email address through Gmail. All email addresses will follow a standard naming convention, beginning with “briarwood.pta.”, then followed by the name of the position (e.g., briarwood.pta.treasurer@gmail.com).

When corresponding with parents/staff about a program or event you are leading – please use an auto- signature or simply type your position after your name. A sample would be:

Brenda Bear

Briarwood PTA

VP of Fundraising

Logo Use

PTA has established guidelines for the proper use of the PTA name, logo, and tagline (everychild.onevoice). When used properly, PTA’s logo and tagline create a consistent message, help unify all PTAs, and sets PTA apart from the competition.

The success of our PTA brand identity system depends on all PTAs’ adherence to the established guidelines. Briarwood PTA will follow the National PTA Guidelines for Logo Usage – found in the Forms/Documents section of our website, as well as the Chairperson Toolkit. Additionally, all paper correspondence from PTA should have the “Briarwood PTA everychild.onevoice” logo displayed. There are customizable images also in the Forms/Documents folder.

Annual Transition

Administrative access and responsibility for Briarwood PTA’s communication channels will transition to the incoming approved Board positions. The outgoing and incoming PTA Presidents will be responsible for coordinating and implementing a seamless transition without substantial delay or downtime.

Board Members and Chairs with a Briarwood PTA gmail account are responsible for forwarding password information on to their successor, or to the VP of Communications if a successor has not been identified before the school year ends.