

## UMS PTO Facebook Page Guidelines for Use

### Statement of Purpose and Principles:

The Urbandale Middle School will use Facebook (and possibly other social media outlets, when given permission by the School District) to communicate PTO and school activities to the families of students. The page will be used as another tool to provide information about upcoming events, access to PTO forms and documents, and photos and/or videos from PTO and school events. It is our hope that using Facebook will help parents feel more connected to their students' experiences at school. At the same time, PTO wishes to represent the Urbandale School District in an appropriate manner, ensure the safety and protect the privacy of the Middle School's students.

### Use:

UMS PTO will use its Facebook page to provide the community with the following:

- Calendar of events
- Links to PTO documents (forms, minutes, agendas, annual budget)
- Contact information for Board members and committee chairs
- Photos and video of PTO events
- Photos and video of school events
- Student-generated content such as articles, photos of projects

### Administration

Two PTO members will be registered as administrators of the page.

Page administrators use these guidelines for the running of the page to help them decide what content is most appropriate and how to run the page in a way that best protects the safety and privacy of individuals in the PTO and at the school.

The UMS PTO Facebook page will be established as a "public" page, open to be viewed by anyone. As long as the precautions to control content and protect privacy are found to be sufficient, there is no need to make the page a private group. Making the page a private group page can be an option in the future if administrators deem it necessary.

Administrators for the page must keep current with Facebook settings changes and policies to ensure that the UMS PTO Facebook page settings can secure the level of content control and privacy protection laid out in these guidelines. Periodic review of the guidelines will be necessary.

### Ensuring the Appropriateness of Content:

The page will be established such that no one except the page administrators will be able to post content.

All "likes" on the page are disabled, unless PTO Board members decided it's appropriate to add them in the future.

No names will be put with photos on the page, except in special cases and where permission has been granted. "Tagging" photos on the page will be disabled so that others cannot put names to faces in photos on the page.

The UMS administration will ask parents for notification if they do not wish their child's photo published on Facebook. A list of students whose parents have indicated this preference will be kept on file in the office and will be submitted to the PTO president. Photos to be posted will be checked to make sure they do not contain students whose parents have requested that their child's photo not be published.

Permission to post student content will be sought from parents where appropriate.

Content of the page will be monitored by PTO Board members, who will request changes if necessary. PTO Board members will work closely with school administrators to ensure that they are comfortable with content being posted.