

# RCS PTA Council Facebook Page Guidelines

## Primary Goals

1. Share important news about the PTA's upcoming and past events.
2. Increase community participation in PTA events and programs, especially those affecting student learning and achievement.
3. An outlet to post information, newsletters, chair information and appreciation of our PTA local units and members.
4. Raise awareness of the PTA's advocacy, activities and efforts.
5. Get informal feedback from the community.

The Rochester Community Schools PTAs welcome a healthy two-way dialogue with the community and members on Facebook. In that spirit, RCS PTAs abide by Facebook's Statement of Rights and Responsibilities, and we ask our Facebook fans to do the same. We reserve the right to update and change these guidelines for any reason:

- Please do not post unauthorized commercial solicitations (such as SPAM).
- Please do not use inappropriate language, bully, intimidate, or harass any user.
- Please do not post content that is hateful, threatening or do anything unlawful, misleading, malicious, or discriminatory on the PTA's Facebook page.
- The PTA reserves the right to block fans or remove their comments on our Facebook page that contain commercial solicitations or inappropriate language, are factually erroneous, are clearly off-topic, or that otherwise violate Facebook's Statement of Rights and Responsibilities.
- Personal insults against any group or individual, whether the individual is an employee, student, parent, Board member, or other person, is strictly prohibited. We strongly encourage all comments to be phrased respectfully, factually and constructively.
- Only PTA Board members will have administrative access or a designated webmaster chair.
- The PTA is a national advocacy organization and we operate under both the state and national PTA organizations. RCS PTA Facebook pages will contain only items deemed appropriate by the PTA executive board, all other materials will be removed.
- Facebook users will be able to make comments on posts and "like" them.
- Please be aware some students are not permitted by parents to be posted on Social Media, if you are going to post pictures please ensure that the school and parents have given permission.
- RCS PTA Facebook pages will not be used as a debate forum.