

## **Cougar PTO Social Media Strategy**

**Adopted: October 18, 2016**

**Edited: September 14, 2021**

### Objective:

To provide current CES parents, faculty and staff with an additional source of PTO news and events.

### Definitions:

- Social media is defined as Facebook and/or Instagram. Social Media, Facebook and Instagram are used interchangeably throughout this document.
- “Current parent or guardian, faculty and staff” is defined as names included in the current year PTO directory. Addition of grandparents and/or other caregivers may be added at the discretion of the Administrators.
- Administrator is defined as the Cougar PTO President, the Vice President of Technology, and Vice President of Communications

### Purpose and Benefits:

- To increase awareness, knowledge of programs and participation in the PTO
- To allow easy access for parents to find information and connect with the PTO, including reminders delivered directly to news feed, smart devices, etc.
- To share information faster than relying solely on eNews and/or PTO website

### Guidelines

- A Closed Facebook and/or Instagram Group Page (“the page”) is used to maintain the privacy of both the Cougar PTO and protection of our students.
- Membership in the page is for current Crestline Elementary parents or guardians, faculty and staff only.
- Current parents, guardians, faculty and staff must ask to join the page. Administrators will verify affiliation with CES and approve membership requests.
- Updates, maintenance and posting are the sole responsibility of the Administrators. Exceptions are at the discretion of the Administrators (ex: Lost and Found Committee Chairs).
  - Committee chairs must make posting requests to the Administrators
- Posting pictures of students is strictly prohibited.
- The page maintains a “positive policy.” Members are asked to be respectful.
  - The page is not a forum for debate or complaint
  - Any negative comment will be removed by an Administrator. Any member disregarding the positive policy will be given a warning. After two warnings, a member will be removed from the page.
  - All questions or concerns regarding the “positive policy” should be directed to the Cougar PTO President and/or Vice President of Technology.
- At the end of the school year, an Administrator shall remove all members whose last child graduated from CES.