



CUCPTSA Social Media and E-mail Communications Guidelines

CUCPTSA and its Unit PTA's may establish a Facebook page or List Serve e-mail database as a part of their overall communications strategy to enhance PTA's local online presence, boost member engagement, and provide a useful means for dynamic publishing of valuable news, links, and announcements aligned with PTA principles. PTA's may also set up a PTA List Serve for mass communication e-mail blasts.

Social media postings and e-mail blasts by CUCPTSA or PTA Units will follow the following guidelines:

- Postings or e-mail blasts must be aligned with PTA's stated purposes, mission, core values, goals, and policies.
- Postings or e-mail blasts cannot be in opposition to established PTA positions.
- Postings or e-mail blasts should provide information to members that is relevant, current, and important.
- Postings or e-mail blasts will include scientific news only if it comes from reliable, reputable, and proven sources, and is based on credible, published scientific work in established journals.
- Postings or e-mail blasts may include links to recognized PTA partner organizations.
- If sign up for a PTA List Serve is available on a publically accessible website, e-mail addresses may be input directly via the website. PTA's may also do a mass upload of addresses to this database only if the information is received from members on forms that include acknowledgement that their addresses may be used to send PTA e-mail communications.
- E-mail blasts from a publically accessible website List Serve may not include personal information about its members or any proprietary information.
- Postings or e-mail blasts shall be approved by two PTA board members including the president and one other member which may be the website chair.
- E-mail blasts may be sent out on the Capistrano Unified School District List Serv. These must be approved by the Principal as well as the PTA President and may not include PTA advocacy information.

DISCLAIMERS

CUCPTSA or Unit PTA's

- Do not exert editorial control over materials that are posted by third parties onto its website or Facebook site, or materials that are e-mailed by third parties to any other persons.
- Specifically disclaim any and all liability for all claims or damages that result from postings by third parties.
- Do not exert editorial or any other control over content provided by links from the CUCPTSA or its PTA Units.
- Maintain the sole right and discretion to remove any content posted to a PTA Facebook site.

Examples of content that may be removed include but are not limited to:

- Information, solicitations or promotions related to products/services.
- Information contrary to the mission, purposes and/or policies and procedures of the California State PTA. Participants posting inappropriate material may be denied future access to the site.