



Liberty Tech PTO Communications Policy

The Liberty Tech PTO Board of Directors has established the following policy to guide its ongoing communications efforts and activities, including its website, email blasts, and social media. Before any new communications tool is implemented, the PTO Executive Board will analyze it to determine:

- Its compatibility with the Liberty Tech PTO's communications goals
- The PTO's ability to comply with the platform's Terms and Conditions, 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.

Liberty Tech PTO Communications Goal

The Liberty Tech PTO will employ various forms of media to communicate with Liberty Tech families and keep them informed and involved in the PTO's programming.

Current forms of approved communications include the following (**note that all use of these communication channels by PTO board members must comply with the goals, objectives and usage guidelines in this Policy**):

- Contact the Liberty Tech PTO Communications Chair at lcspto@gmail.com to post communications to the following:
 - Email blasts via the PTO website (www.lcspto.ptboard.com)
 - Liberty Tech school website
 - Printed newsletters, flyers/backpack flyers
 - Articles/announcements in local media (The Citizen) - send to PTO Communications Chair for submission lcspto@gmail.com . The submission will be reviewed and then sent to the Principal and Governing Board for final review and approval.
 - Facebook Page (<https://www.facebook.com/groups/libertytech/>) – all members can post on the Liberty Tech PTO Facebook Page - see Appendix 1 for posting directions.
 - Twitter (www.twitter.com/lcspto) – Board members can tweet on the Liberty Tech PTO Twitter Page - see Appendix 1 for login information.

Communications Objectives

- To actively engage Liberty Tech families through various communications channels, including social media, to communicate about Liberty Tech PTO programs or activities affecting Liberty Tech Charter schools or the educational environment
- To encourage a closer relationship between families and Liberty Tech school faculty and staff, and foster cooperation in the education of our children
- To encourage and solicit membership and volunteer participation in the Liberty Tech PTO
- To encourage and solicit attendance at Liberty Tech PTO programs and events
- To encourage support and assistance for Liberty Tech faculty and staff as requested by the Liberty Tech administration
- To receive any concerns or suggestions voiced by Liberty Tech families via social media

Communications Guidelines

- When sharing a message about an internal PTO group or board position, please include PTO branding before the title of the group or position (e.g. “PTO Fundraising Committee” or “PTO Communications Chair”); these are opportunities to promote our brand.
- Topics shared on social media must be limited to PTO and Liberty Tech school activities. Our communications channels are not appropriate for any other cause or organization.
- Please be sure that your message contains a meaningful benefit to Liberty Tech families or faculty.
- To respect the busy schedules of parents and faculty, please shorten social media messages to 20 words or less, using a “Read More” link if necessary for more information.

Social Media Presence

The social media presence for Liberty Tech PTO is initially launching on Facebook and Twitter. These social media channels may be cancelled and other social media channels may be added in the future as deemed necessary by the Liberty Tech PTO Executive Board.

The Liberty Tech PTO website will be maintained by the PTO Webmaster, and the Liberty Tech PTO social media accounts will be maintained by the designated PTO Executive Board members. The Liberty Tech PTO website and social media accounts shall be maintained in accordance with the goals and objectives stated in this Policy. Other Board positions may be added as social media administrators at the discretion of the PTO President.

All Liberty Tech PTO Board members are permitted and encouraged to post on the PTO social media accounts, provided that such posts are in accordance with the goals, objectives and usage guidelines set forth in this Policy. Please reference the social media login information included in Appendix 1, and remember that this login information is confidential and may not be shared with, or used by, those who are not Liberty Tech PTO Board members. Please contact the Liberty Tech PTO President with any questions relating to postings or this policy.

Social Media Implementation and Access

All content published by the Liberty Tech PTO through any media including Liberty Tech PTO Facebook and Twitter or other social media platforms must be in accordance with the following intended uses:

- Official Liberty Tech *school* information must be approved by Principal and posted to the schools Facebook page by the Administrators.
- Liberty Tech Facebook page : any current parent/guardian may join the group and will be approved by administrators. **No children please.**
 - *All parent or guardian requests to join the Facebook page will be checked against the current school list at the time of request. If the Facebook user name is not recognized to be on the school parent/guardian list the user will have a personal message sent to them for additional information to determine their status with the school.* Encouraging membership in the Liberty Tech PTO
- Distributing advance notice about Liberty Tech PTO programs, events, and activities
- Soliciting volunteers to assist with Liberty Tech PTO activities
- Encouraging participation in fundraisers, programs, recognition events, and other events or activities
- Informing Liberty Tech families about news, events, or programs that may affect the school or educational environment
- Recognizing special achievements or accomplishments of Liberty Tech PTO members or those of Liberty Tech faculty or staff
- Recognizing Liberty Tech PTO partners, sponsors, and supporters when appropriate.

Prohibited Uses

Any content that is deemed to be prohibited or objectionable will be removed immediately. The following uses are prohibited on any Liberty Tech PTO communications outlet:

- This page is not to be used to post complaints or discuss serious school matters. Please refer these matters to your child's teacher and/or Principal.
- Soliciting or advertising any business
- Soliciting or advertising any "cause" other than the PTO's cause
- Furthering an issue or product for personal or professional gain
- Endorsing any political candidates or platforms
- Conversing about PTO Board business or discussions
- Posting of a child's photo before the child has been pre-cleared either by the child's school's main office or by the child's parent
- Cyber-bullying of any kind, including insulting, targeting, embarrassing or excluding any individuals, including but not limited to School Committee officials, school administrators, faculty or staff, PTO members, students, parents, or other individuals
- Offensive language, including but not limited to ethnic, religious and racial slurs, profanity, sexually explicit language, including abbreviations of offensive expressions (e.g., WTF, etc.). **Any posts of such content will be immediately deleted as well as the user who posted the content removed from the group.**

Determination of prohibited use or objectionable content is at the discretion of the PTO Executive Committee.

Photos and Videos

Federal and state laws allow schools to disclose student photographs however parents and eligible students do have the right to “opt-out” of this disclosure. Any “opt-out” forms received by the school are kept in the child’s school main office. To observe the privacy of all individuals – especially children – please check with either the child’s school main office, or directly with the child’s parent, to ensure the parent has granted permission for their child’s photo to be published.

One method to ensure compliance is to use photos or videos of your own child or the child of a fellow board member who has not opted-out. Another method is to capture photos of the larger group, preferably from behind the group, so children’s faces are not the subject of the photograph. Otherwise, you will need to email the names of all children pictured in your photo(s) to each individual school main office to check for any opt-out forms on record.

Annual Transition

Each year administrative access and responsibility for Liberty Tech PTO’s communication channels will transition to incoming Board officers. The outgoing and incoming PTO Presidents will be responsible for coordinating and implementing a seamless transition without substantial delay or downtime.

Appendix 1 - Social Media Login Information

Facebook Page (<https://www.facebook.com/groups/libertytech/>)- Board members are encouraged to post their own news to the Liberty Tech Families PTO Facebook Page. **Login information:** While Facebook does not allow the sharing of one login among multiple users, it does allow the option of Editors or Admins. There will be three Board members assigned as editors or Admins of the PTO Facebook account. Those editors/Admins are responsible for reviewing all posts to determine if they follow the above policies before approving the post onto the page.

Twitter (www.twitter.com/ltspto) – Board members are encouraged to send tweets on behalf of the PTO. @LTCSPPTO. **Login information:** while Twitter does not allow the sharing of one login among multiple users, it does allow “retweeting” of posts by groups that you follow. Any PTO family can re-tweet a post initiated from the @LTCSPPTO twitter handle.

Note: All use of communication channels by board members must comply with the goals, objectives and usage guidelines in the PTO Communications Policy.