



[Apollo PTA Social Media Code of Conduct](#)

The Apollo PTA Social Media Code of Conduct will be reviewed by and adopted by the Apollo PTA Board Annually and approved by the general membership in the consent agenda of the 1st general membership meeting of the year.

[Purpose](#)

Apollo PTA communicates with the Apollo community via our website and social media. The purposes of this communication are:

- Encourage participation and membership in Apollo PTA.
- Promote events that are organized or sponsored by the Apollo PTA.
- Provide accurate, relevant and up-to-date information regarding the Apollo PTA.
- Share local PTA/PTSA, district, community, and school information that impacts the families in our community.

[Content Posted by PTA](#)

Content posted on the Apollo PTA social media sites will:

- Align with the stated purposes of PTA communication.
- Be civil and inclusive of all groups.
- Use accessible language that avoids “jargon” and acronyms.
- Have appropriate permissions from individuals, the school, and the school district prior to posting photographs and/or videos.

Content posted on the Apollo PTA social media sites may:

- Recognize community and business sponsors of the PTA, without endorsement.

Content posted on the Apollo PTA social media sites will not:

- Endorse, promote, or solicit on behalf of a business, product, or service.
- Endorse a candidate or political party.
- Break the law or encourage others to do so.

[Terms of Conduct for Social Media](#)

The following terms of conduct will be included on all social media platforms. Violation of these terms of conduct may lead to removal of posts, loss of posting privileges, or a complete ban from Apollo PTA social media.

- Content on Apollo PTA social media posts must be “child friendly.”
- Apollo PTA does not allow graphic, obscene, explicit, or racial comments or posts. We do not allow comments that are abusive, hateful, or intended to defame anyone; harassment and bullying of any kind will not be tolerated.
- Show respect for other members’ positions and philosophies.
- Advertisements, endorsements, or promotions of third-party solicitations will not be allowed.
- Apollo PTA is nonpartisan. Endorsements or opposition of political candidates are not allowed. Any post by others about a candidate is not an endorsement or opposition by this PTA.
- Comments that suggest or encourage illegal activity will not be tolerated.
- Spam is not allowed and will be removed.
- Personal information including email addresses, telephone numbers, mailing addresses, or any type of identification numbers will be removed.

- The appearance of external links on this page does not constitute official endorsement on behalf of the PTA or our members.
- Complaints and grievances should be addressed directly with a member of Apollo PTA board of directors; posts related to complaints or grievances will be removed.

Procedure

- Apollo PTA shall monitor and approve all social media content.
- Committee chairs and others may submit information for inclusion on social media to the Communication Team (communication@apollopta.org or President (president@apollopta.org)).
- Social media posting, and content shall be the responsibility of the board of directors or their designee.
- No social media account shall be created or run-on behalf of Apollo PTA without the approval of the PTA board of directors.

Apollo PTA Approved Sites or Social Media

- o Official website: <https://apollopta.org>
- o Facebook pages: www.facebook.com/apolloelementarypta
- o Instagram: @apolloelementarypta
- o WhatsApp: <https://bit.ly/3zgiZme>
- o WeChat Group: Apollo Chinese Family Group

Approved by the Apollo PTA Board of Directors on

Signatures: