



Revere Middle School PTA Social Media Policy

The PTA's social media platforms exist to:

- Share news, updates, and event information.
- Celebrate school achievements and student successes.
- Foster a sense of community between families, teachers, and staff.

This policy outlines guidelines for responsible, respectful, and secure use of the PTA's social media accounts.

1. Scope

This policy applies to:

- All PTA-managed social media accounts including but not limited to Facebook, Instagram, and X (Twitter).
- PTA officers, volunteers, and anyone posting on behalf of the PTA.
- Any official content representing the PTA, regardless of platform.

2. Account Management

- Ownership: Social media accounts are PTA property. Login credentials shall be stored securely and shared only with designated administrators.
- Administrators: Only board-approved individuals may post content or moderate comments.
- Access changes: When a volunteer's role ends, their access shall be removed promptly.

3. Content Guidelines

- Positive & Inclusive: Posts should promote positivity, celebrate diversity, and reflect the PTA's mission of supporting parents, teachers, and students.
- Privacy:
 - Posts should not include student names or identifiable photos without parental consent.



- Posts should avoid sharing personal information about families, staff, or students.
- Accuracy: Posters should verify information before posting. If an error occurs, it is expected that the post will be corrected promptly.
- Neutrality: Posts on any PTA-managed social media should not endorse political candidates, legislation, or controversial topics unrelated to the school.
Respectful tone: Posts should not include offensive, discriminatory, or inflammatory language.

4. Comment & Interaction Rules

- Moderation: Administrators may remove comments that are:
 - Offensive, harassing, or discriminatory.
 - Spam or commercial promotions.
 - Off-topic or harmful to the school community.
- Constructive feedback: Concerns about any RMS PTA social media posting should be addressed directly to the RMS PTA Board via email at rmspta@revereschools.com.

5. Crisis & Sensitive Situations

- In emergencies or sensitive situations, the PTA will defer to the school administration before posting.
- No speculation, rumor-sharing, or personal opinions will be posted in these circumstances.

6. Personal Social Media Use by PTA Members

- When speaking about PTA matters on personal accounts, members should clarify they are expressing personal opinions, not representing the PTA.
- PTA members are encouraged to uphold the same respectful standards they would use on official accounts.



7. Policy Review & Enforcement

- This policy will be reviewed annually by the PTA Board.
- Repeated violations of this policy may result in loss of posting privileges or volunteer roles.

Adopted by the RMS PTA on September 17, 2025