



## Spectrum Community School Parent Advisory Council Social Media Policy: Standards & Guidelines for the PAC Facebook Page

### About this group

The purpose of the Spectrum PAC is to assist parents and caregivers in accessing the K-12 public system to support their students in their educational experience. The PAC is the officially recognized collective voice of parents of their school, and it is meant to be a forum for our parent community to discuss matters affecting the school and the education of our students. One way the Spectrum PAC aims to fulfil its role is to ensure clear communication and timely information is getting to parents and caregivers to better promote positive coordination between the home and school.

The objective of this Facebook page is to help families feel informed and stay organized with what's happening at our school. Members can post reminders about school-based activities or ask questions about forms and procedures. This page will be maintained as a positive, welcoming and school-oriented space by following the standards and guidelines summarized below.

All posts are verified by the group administrator before being published on the page. The administrator (currently the PAC Chair) is a parent-volunteer who follows these guidelines and should be treated respectfully in this role.

### Group Rules

#### 1. Who can join?

To join the group, you must be the parent or guardian of a child who is currently enrolled at Spectrum or will soon be attending, i.e. parents joining before September classes begin.

#### 2. What can I post about?

The purpose of this page is to share facts and information about school activities at Spectrum. For example, members can post reminders about important dates on the school calendar or ask questions about an upcoming school event. It is also used to promote validated clubs for fundraising activities.

#### 3. What topics aren't allowed?

This isn't the right place to post complaints about school activities, incidents, policies, students or staff. Members who have concerns about the school should contact the administration directly.

The PAC Facebook page is not intended to be a place to share community news unrelated to the school or promote local services that may be considered third-party advertising or would imply the endorsement of the PAC, even if it is the business of a Spectrum parent or caregiver unless it is explicitly for fundraising opportunities that have been approved in advance by the Spectrum PAC.

See Facebook Policy below for specifics.

#### 4. Can I post photos?

Photos of school events or activities may be posted with the approval of the administrator.

## **5. Why do my posts have to be approved?**

The group administrator reviews posts before being published on the page to ensure they meet the standards and guidelines approved by the Spectrum PAC.

## **6. Can I post my fundraising activity to the page?**

Fundraising opportunities posted on the page must be validated by the administration before they can be promoted to the school community.

## **7. COVID-19 & Other Contagious Diseases**

Based on the experience of information sharing during the COVID-19 pandemic, the Spectrum PAC is committed to assisting the administration and parents in our school community in the event of a contagious disease outbreak. That means the PAC Facebook page will adhere to standards that ensure only fact-based content that is anchored as an official and recognized source which may include the School District 61, the BC Government, the Ministry of Education and Child Care, the Provincial Health Office (PHO), the BC Centre for Disease Control and the Island Health Authority.

### **Facebook Policy**

Consistent with the [policy of the BC Confederation of Parent Advisory Councils \(BCCPAC\)](#), the Spectrum PAC adheres to these guidelines in which we reserve the right to decline a post or delete a post and/or reply where the content is considered to be:

- personal information
- a personal attack of any kind
- prejudiced, hostile, hurtful or disrespectful toward any person or entity, including, but not limited to race, colour, ancestry, place of origin, religion, physical or mental disability, sex, sexual orientation or gender
- vulgar language or offensive material
- a sales/promotion of goods or services or irrelevant events and links
- off-topic
- endorsement of illegal activity
- anti-vaccination, or anti-science, misinformation or fake news claims
- political campaigns by candidates seeking office or advertising political organisations
- campaigns or petitions that are counter to the mandate of the BCCPAC, the CMS PAC or the Ministry of Education
- an infringement on copyrights or trademarks
- spam