**Deerfield PTO Social Medial Policy**

**Guiding Principles:**

* Be respectful, credible and truthful.
* Photos of students: There must be a parent’s consent form on file in the respective school’s office.
* All comments, suggestions or questions must be relevant to Deerfield Parent Teacher Organization or any website maintained by Deerfield Elementary School.

**Deerfield Parent Teacher Organization reserves the right to remove content posted if it contains:**

* No content pertaining to religious affiliations;
* Partisan political views or views of a political organization;
* Commercial endorsement;
* Spam: Repeated posting of identical or very similar content in a counter-productive manner, including aggressively promoting services or products;
* Discriminatory, unlawful, misleading or malicious content. This includes content intended to bully, intimidate or harass any person or user;
* Content that advocates illegal activity; or
* Content that infringes on a copyright or trademark – including logos or images maintained by Deerfield Elementary.

**Use of Deerfield Social Media**

* Pause before you post: Parents/guardians and students are encouraged to always exercise the upmost caution when participating in any form of social media or any online communications, both with the Deerfield PTO community and beyond.
* Everyone who participates in a Deerfield PTO online interaction must remember that their posts are public and reflect on the entire Deerfield PTO community. Accordingly, all posts may be subject to the same behavioral standards set forth in the Student Code of Conduct. Parents/guardians and students are expected to abide by the following:
  + To protect the privacy of Deerfield Elementary students and faculty, under no circumstances may anyone create unauthorized digital audio or video recordings of Deerfield students or staff members either on school or at an off-school event for online publication or distribution, without consent.
  + Parents/guardians and students may not use social media sites to publish disparaging or harassing remarks.
  + Parents/guardians and students who choose to post editorial content to websites or other forms of online media must ensure that their submission reflects their own opinion and does not imply the opinion of Deerfield Elementary or Deerfield PTO.