

# Pleasant Hill PTA Website Guidelines

## Mission Statement

The Pleasant Hill PTA website is an information tool designed to assist our PTA in sharing information in a timely manner with all PTA members. They are designed to provide specific information on our PTA, school and district and to encourage parent and student involvement in PTA events and school activities. The website mission is to facilitate communication and the flow of information between parents, PTA, and the school community in order to educate and inform. The website can also serve as a means of sharing information between PTA websites in the same school district.

## Format Suggestions

- Keep content up-to-date
- Update site regularly with a date on the homepage or each individual web page<sup>+</sup>
- Publicize your webpage in the newsletter, at PTA meetings, emails and other PTA communications
- Website should contain PTA banner with correct PTA logo and tag line<sup>+</sup>
- PTA President's message should be prominent<sup>+</sup>
- Keep your formatting clean and easy to navigate
- Put a title header on every page
- Check your links on a regular basis
- Consider using a "site map" for visitors with different browsers, download speeds, and other formatting issues

## Legal Guidelines

- Credit all sources (other than PTA) with permission for use granted<sup>+</sup>
- Place a copyright notice on every page of your website (e.g. "Copyright 2006, Hunting Ridge PTA, Hunting Ridge IL")<sup>+</sup>
- Links or content for personal or business use by any member of the PTA is prohibited.

## Suggested Content

- PTA calendar with upcoming events including council, district, state and national PTA information
- Legislation information
- Information on Reflections program
- Information on membership to encourage parents to join PTA
- Information about local unit events, activities and ways to participate
- Information for Parent Education and Involvement
- Information on Health and Safety Issues
- Information on the Community
- Information on PTA committees and their activities
- Include mission of the PTA somewhere on website
- Include material from and links to Illinois PTA and National PTA<sup>+</sup>

### Internet Safety for Children and Volunteers

- No pictures (still or video) of children should be posted. Children's personal contact information should not be put on the website (including names, addresses or phone numbers).

**Issue:** Even a first name or picture and city/school can be used to identify a child. Less information about individual children is probably better. The newsletter, which has more restricted distribution, is a better place to have acknowledgements and celebrations of our children's achievements.

- Adult PTA Board member phone numbers and email addresses may be posted with the permission of the member.

### Newsletters on the Website

**Issue:** Since kids names often appear in the newsletter (for awards, participation in activities, etc.), there is an issue about posting newsletters on the website. Since the newsletter is only distributed (either paper or email) to parents, it is relatively safe, but having the newsletter available on the webpage poses a problem. The following options ensure the least amount of restricted access while still protecting kids.

#### **Options :**

- 1) web-ready copies of the newsletter for the webpage
- 2) password protection access to archived newsletters for PTA members only
- 3) do not keep the newsletter on the webpage, but have a contact for the newsletter editor where you can request a duplicate copy of the newsletter via email

### PTA Member Only Content

PTA member-only information (such as the PTA directory, PTA Bylaws<sup>+</sup>, or PTA Board minutes<sup>+</sup>) may not be publicly available on the website, but may be available if password protected with passwords available only to PTA members.

### Legislative or Advocacy Content

- Provide information on legislative issues affecting children and education
- Provide information on local elections
- No content, or links to a website, advocating for an **individual** in any election may be posted\*
- Content, or links to a website, advocating for an **issue** in an election may be posted\*, however PTA requires that the **issue** being advocated is the official PTA position on that issue, approved via vote by the local PTA membership or via vote by delegates to the IL PTA. For example, if the District puts a referendum on the ballot, and your local PTA membership votes in favor of advocating for the referendum, then content or links advocating for the referendum are allowed. If your local PTA membership does not have a position on the referendum, then

only informational content or links may be allowed to educate voters in a non-partisan manner.

- Content, and links to websites, that are provided for the IRS 501(c)(3) “exempt” purpose of educating voters and are presented in a neutral, unbiased manner that includes all candidates for a particular office are acceptable. For example, content or links to a non-partisan debate forum for all candidates in an upcoming election are acceptable.\*
- Content and links meant to encourage non-partisan get-out-the-vote and voter registration drives are acceptable. For example, posting the day of the upcoming election and encouraging people to vote is acceptable.\*

### **Links (also see Legislation and Fundraising)**

- Links to websites that are for informational purposes about issues of concern to PTA and that are aligned with PTA mission and goals are acceptable.
- Links should be checked frequently, to make sure that the link is still valid, and that the content of the link has not changed.
- Links to the Internet sites of other nonprofit associations may be made provided that the nonprofit association supports goals and programs consistent with the Objects of PTA.+
- Links to commercial Internet sites may be made if the commercial site and its sponsoring organization are consistent with the Objects of PTA and if the site provides information or services to its visitors and does not simply contain advertisement for products or services.
- Links or content for personal or business use by any member of the PTA is prohibited.
- Use a Disclaimer (The Pleasant Hill PTA is providing information and services on the Internet as a benefit and service in furtherance of the PHPTA, the Illinois PTA and National PTA’s nonprofit and tax-exempt status. Unless otherwise noted PTA members may reproduce and distribute materials from the PHPTA website without written permission. The PHPTA does not exert editorial control over materials that are posted by third parties onto this site or materials that are emailed by third parties to any other person. The PH PTA specifically disclaims any and all liability for any claims or damages which may result from any postings by third parties. Although the PH PTA site includes links providing direct access to other internet sites, the PHPTA has not participated in the development of those other sites, and does not exert any editorial or other control over those sites.) Source: IL PTA Web Site Linking Policy

### **Fundraising**

- IL State PTA discourages fundraising and links to fundraising sites on local unit websites.

### **School and District Related Content**

- Provide information on school activities (not PTA related). Utilize school flyers, information presented at PTA meetings by school administrators, and direct communications with school administrators to keep the most up-to-date and accurate information about school activities.
- Work with the school administrators to develop an information liaison between the school and the PTA webmaster to facilitate the timely update of the school information on the PTA website.

- Provide school district information, including information about district wide events, seminars, and meetings, including Board of Education meetings. Synopsis of meetings may be posted if attended by a member of the PTA.

### **Administration of the Website**

The PTA webmaster and PTA president(s) of the Pleasant Hill PTA are the website administrators. Any content covered under, and meeting, the Guidelines may be published on the website by the webmaster. Any material not meeting the Guidelines, or outside of the established Guidelines, needs to be approved by the PTA President before publication on the website. If the material is substantially outside the Guidelines, approval for updated Guidelines should be sought from the Pleasant Hill PTA Board, and reviewed to ensure compliance with the mission of the IL and National PTA..

Recognizing that technology is always evolving, Pleasant Hill PTA website Guidelines should be periodically reviewed to verify that they are in good standing with Illinois PTA and National PTA guidelines and policies.

### **Relationship with the School and District**

The Pleasant Hill PTA website is not designed to be a school website. The website is the property of the Pleasant Hill PTA. Any school content posted on the website is offered as a service that is beneficial to both parents and administrators. School information should be reviewed for accuracy by the appropriate school personnel and will be posted with the permission of the PTA President. Understanding the close relationship between the school and PTA, should the school or district have any concerns about content posted on the PTA website all parties should work together to resolve the issue. Informational updates or errors can be brought directly to the webmaster for correction. If the school or district is concerned about content or links, they should meet with the PTA President and Webmaster to review the PTA website Guidelines. Final authority for what is acceptable on the PTA website rests with PTA.

<sup>+</sup> IL State PTA Guideline

<sup>\*</sup> In accordance with IRS 501(c)(3) regulations about political content on non-profit websites

### **Resources:**

National PTA Website  
 National PTA Mission and Objects  
 Illinois PTA Website  
 Illinois PTA Website Award Criteria  
 PTA Website Answer Book  
 Illinois PTA Internet Policy  
 Local Unit Web Masters  
 Building an Effective PTA website  
 IL PTA e-commerce guidelines

