

What is Okay to Reshare on Social Media?

A Guide for California PTA Leaders



<p>GREEN <i>Go For It!</i></p>	<p>YELLOW <i>Think*Research*</i> <i>Ask*Verify</i></p>	<p>RED <i>Never Post from a PTA Account</i></p>
<ul style="list-style-type: none"> • National PTA • California State PTA • Your District PTA • Your Council PTA • Your County Office of Education • Your School District • Your School • Your PTA's events • Ed100 • Items pre-approved for distribution 	<ul style="list-style-type: none"> • Other State PTAs • EdSource • California Department of Education • ALL Elected Officials: • Community information, acknowledgement, townhalls, etc • Legislative Analyst's Office (LAO) • Allied Agencies • Other PTA officers 	<ul style="list-style-type: none"> • Political parties • Support for a political candidate • Federal legislative positions or national issues that differ from the National PTA position • State legislative or ballot positions that differ from the California State PTA position • ALL Elected Officials: <ul style="list-style-type: none"> ◦ Campaigning by any official or partisan remarks • Local ballot, tax or bond positions that differ from your PTA council or district position, OR those you haven't voted to support • Anything that is mean spirited, accusatory, or not true

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California State PTA and National PTA positions can be found on the following websites:

<http://capta.org/focus-areas/advocacy/position-statements>

<http://capta.org/focus-areas/advocacy/resolutions>

<http://capta.org/focus-areas/advocacy/current-legislation>

<https://www.pta.org/home/advocacy/ptas-positions>

Elections and candidates have their own section in the California State PTA online Toolkit:

<https://toolkit.capta.org/advocacy/election-campaigns/>

Quick responses are important for social media, so this guide can help you feel comfortable reposting on social media. Some pre-planning can also help with quick responses. BUT always remember, if in doubt, leave it out. This is offered as a guide – it is not an all-inclusive list.

Be respectful | Be honest | Be discreet | Be responsible