

Colquitz Middle School Parent Advisory Council Social Media Policy: Standards & Guidelines for the PAC Facebook Page

About this group

The purpose of the Colquitz Middle School Parent Advisory Council (Colquitz PAC) is to assist parents and guardians in accessing the K-12 public system to support their children in their educational experience. The Colquitz PAC communicates with parents and guardians to promote positive coordination between the home and school, and to improve the quality of education and well-being of students attending Colquitz Middle School (CMS).

This page was created to help families feel informed and stay coordinated with what's happening at our school. Members can post reminders about school-based activities or ask questions about forms and procedures. This space is intended to be positive, welcoming and school-oriented by following the standards and guidelines summarized below.

All posts are verified by the group administrator before being published on the page. The administrator 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 CMS 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 CMS. For example, members can post reminders about important dates on the school calendar or ask questions about an upcoming school event.

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 or promote local services that may be considered third-party advertising or promotion, even if it is the business of a CMS member unless it is explicitly for fundraising opportunities approved in advance by the Colquitz PAC.

See Facebook Policy below for specifics.

4. Can I post photos?

If you'd like to add a photo to a post, please make sure it doesn't show other members of the CMS community. Stock images are a safe choice. Never post photos of children other than your own.

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 Colquitz PAC.

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

Fundraising opportunities posted on the page must be reviewed and voted on by the PAC before they can promote it to the school community.

7. COVID-19 Questions

The PAC Facebook page did not envision having to provide information about events like the COVID-19 pandemic, however, in the effort to help parents in our school community during this time, we will adhere to standards that ensure only fact-based content is provided from official sources which may include the School District 61, the BC Government, the Provincial Health Office (PHO), the BC Centre for Disease Control and the Island Health Authority.

Both government and the PHO have defined rules about what information can and cannot be shared in accordance with privacy laws of our province and in keeping with the regulations of the BC Centre for Disease Control. For this reason, the Colquitz PAC Facebook page will only post information that has been officially shared with the school from one of these sources and will never post private information about an individual student, staff member or parent in the school community.

More information about the personal privacy rights for students and COVID-19 are posted on the BC Centre for Disease Control — [Public Health Communicable Disease Guidance for K-12 Schools](#).

Facebook Policy

Consistent with the [policy of the BC Confederation of Parent Advisory Councils \(BCCPAC\)](#), the Colquitz 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