

OLD BRIDGE ELEMENTARY SCHOOL PTO (“PTO”)

SOCIAL MEDIA POLICY

This policy applies to all official PTO-managed social media accounts, Facebook and Instagram, which are both public accounts. It applies to all Board Members and Committee Chairs who will post, share, or otherwise distribute content on behalf of the PTO. This policy does not apply to any communications sent directly to families via school status.

The PTO will use best efforts to not post, share, or publish any photo or video in which a child's face is visible or otherwise identifiable, regardless of whether a parent or guardian has otherwise consented to photography or filming at an event. This restriction applies to children only. Photos and videos may depict children from behind, from a distance, in silhouette, cropped so faces are not visible, or otherwise edited so that no child is individually identifiable. Photos and videos of event spaces, activities, decorations, food, and materials without identifiable children are permitted without restriction. In the event a parent shares a photo of their child with the PTO, we will post the picture so that the face of the student is not showing, following this social media policy. Photos of parents, staff, and other adults may be depicted on the PTO-managed social media accounts without any restrictions.

Any parent or guardian may request that a specific photo or video of their child be removed from any PTO-managed account or channel. The PTO will use best efforts to remove the requested content within twenty-four (24) hours of receiving the request. Requests may be submitted to dolphinsobпто@gmail.com and should identify the specific photo or video and, where possible, the platform and post on which it appears. The PTO does not require the requesting parent or guardian to explain the reason for the request. Removal under this section applies to the content as posted on PTO-managed channels. The PTO cannot guarantee removal of content that has already been independently shared, downloaded, or reposted by third parties outside the PTO's control.