

## ***Specific Content Best Hosted or Required to Be Hosted on a PTA Website***

This handout defines the content that should not be hosted on a PAUSD hosted website. All of these types of content can be linked to from the school's PAUSD hosted website as long as the text of the link does not convey political or social advocacy.

### **Advocacy**

All forms of advocacy including taking a position on pending legislation or any community issue, elections, get out the vote drives, etc. *must* be on the PTA website. Webmasters need to be especially careful about links to advocacy content. Even a link entitled, "PTA Election News" would be inappropriate on a PAUSD website. A more generic title such as "PTA News Update" could to be used.

### **After School Programs and Activities**

These can be listed on a PTA website; however the PTA should include a disclaimer that the PTA does not endorse any particular program.

### **ENews**

Many ENews items are not PTA specific, and they could theoretically appear on a PAUSD hosted website. However to separate these items, an ENews editor would have to screen each ENews and divide items into ones that can be published on the a PAUSD hosted website and those that must published on the PTA website. For practical reasons, it is simply easier to place the entire ENews on a non-PAUSD hosted website.

### **Events/Calendar**

This includes notices of PTA meetings, PTA sponsored School events, volunteer-led events and embedded calendars. All of this content should be located on a PTA website, but can be linked to from a PAUSD hosted school website.

### **Fundraisers**

Walkathons, Harvest Festivals, shirt sales, Book fairs. Auctions, Raffles, or any other way that the PTA raises money can and should be advertised on the PTA website.

### **PTA Newsletters**

### **Online Directory**

Online directories are secure, online listings of student and parent contact information. These can only be hosted outside of PAUSD.

### **RSS Feeds**

Similar to ENews, some items in the RSS Feed could theoretically appear on a PAUSD hosted website; however for practical reasons, it is simply better to put these feeds on a PTA website.