

Social Media Policies & User Guidelines



The purpose of this document is to provide guidelines and policies for U-GRO's closed Facebook groups and U-GRO's open Facebook page. U-GRO currently operates an open Facebook page to promote U-GRO and the U-GRO programs (www.Facebook.com/UGROLearningCentres). U-GRO also currently operates 12 closed Facebook groups for each centre. A "closed group" means anyone can see the group and members in it but only persons enrolled as members see posts. The purpose of the centre-specific closed Facebook groups is to allow the directors and U-GRO management to provide quick and easy communication for parents.

After enrollment, parents will receive an e-newsletter inviting them to join their centre's Facebook group. The e-newsletter will also communicate other easy online reference tools. If you have inquiries or questions, please contact Marisa Keener at mkeener@u-gro.com or (717) 510-9915.

Policy

General:

- Photos and video of U-GRO children will not be permitted on the Facebook groups or the U-GRO Facebook page. Any pictures of U-GRO children will be filtered and deleted. Pictures of art projects and the facility will be permitted.
- The names of U-GRO children are not to be mentioned on the Facebook groups or the U-GRO Facebook page.
- Sensitive and personal information may not be posted on the Facebook group pages or the U-GRO Facebook page (i.e. days/times/locations of field trips, or child-specific information).

Parents:

- **Use:**
 - U-GRO encourages all parents to utilize this forum for reminders.
 - Parents not interested in participating may access Online Calendars at www.u-gro.com.
- **Eligibility:**
 - Only parents of enrolled U-GRO children will be permitted to join the group.
 - U-GRO will cross-reference every request to join with U-GRO enrollment records.
 - Parents may join anonymously if and only if they register their pseudonym with the director and as long as the Facebook name does not contain inappropriate language. Upon approval, the director will document your true identity in our records.
 - Membership in this group is a privilege, not a right. By joining this group you recognize that U-GRO may terminate your membership if you or anyone with access to your Facebook account displays inappropriate behavior, including, without limitation, verbal abuse or threats to our staff, other children or their families, or use of inappropriate language, including swearing or sexually explicit language.

U-GRO Staff and Management:

- **Parent Relationship with Staff and Management:**
 - U-GRO policy does not permit staff to be Facebook friends with parents who are customers of U-GRO. U-GRO management is permitted to accept parent friend-requests through their professional Facebook accounts for direct-communication purposes.
- **Eligibility:**
 - Directors, Assistant Directors and U-GRO management are the only U-GRO employees permitted to join the closed groups at this time; however, we encourage teachers to participate on the general U-GRO Facebook page (posting things like fun, memorable and funny moments of their day).
- **Monitoring:**
 - All posts to the Facebook group pages are made and/or monitored by the centre director or U-GRO management personnel assigned by the director.

FACEBOOK GROUP LEGAL DISCLAIMER

By requesting to join this Facebook group, you agree that you have read, understand and agree to comply with the following:

The views and opinions shared on this Facebook group page do not necessarily represent those of U-GRO Learning Centres ("U-GRO"). As a member of this Facebook group, you have the ability to post public messages viewable to the members of this closed group. Only fellow group members are able to view these messages and see posts to the page. However, a complete list of the group's members may be viewed by all Facebook users who navigate to the group page.

U-GRO accepts no responsibility or liability for any data, text, software, music, sound, photograph, image, video, message or any other material whatsoever ("Content") generated by group members and publicly posted on this Facebook group page.

U-GRO accepts no liability or responsibility whatsoever for the contents of any target site linked from this Facebook group page.

By posting Content on this Facebook group page, you agree to comply with the terms and conditions of Facebook and you represent, warrant and agree that no Content submitted, posted, transmitted, or shared by you will infringe upon the rights of any third party or contain defamatory, discriminatory or otherwise unlawful material. You further agree that you will not disclose or distribute any Content with anyone who is not a member of the group and that any Content that you post will not violate any laws, including copyright laws.

U-GRO reserves the right to alter, delete or remove (without notice) any Content in its absolute discretion for any reason whatsoever. U-GRO reserves the right to reveal your identity, and any other relevant information, in the event of a complaint or legal action arising from any of your Content.