

AR 1114 Social Media

The District expects students and employees who use online platforms, including but not limited to social media and networking sites, for official District, District-sponsored, and District-related purposes to do so solely to support the District's educational mission, and in a manner consistent with applicable law and Board policies and administrative regulations. The District further expects students and employees to follow District guidelines for communications and the appropriate use of technology.

The continued availability of the District's social media pages depends on users' adherence to District Board policies and administrative regulations and on the ability of users to maintain courteous, respectful, appropriate, safe, and on-topic communications.

Official District or District-authorized presences on any online platform shall be authorized by the Superintendent or designee. The District reserves the right to determine its online platform presence and to limit its social media presence to District messages only.

Definitions

Social media means any online platform for collaboration, interaction, or active participation, including but not limited to, social networking sites such as Facebook, Twitter, YouTube, and LinkedIn.

Official District social media platform and *District-authorized social media* are sites authorized by the Superintendent or designee. Sites that have not been authorized by the Superintendent or designee but that contain content related to the District or comments on District operations, such as a site created by a parent-teacher organization, or other school-connected organization, or a student's or employee's personal site, are not considered official District social media platforms or District-authorized social media.

Cyberbullying includes the transmission, communication, or posting of harassing messages, threats, or other harmful texts, sounds, or images on the Internet, social networking sites, or other digital technologies using a telephone, computer, or any wireless communication device. Cyberbullying also includes breaking into another person's electronic account and assuming that person's identity to damage that person's reputation.

Authorization and Administration of Official District Social Media Platforms

The Superintendent or designee shall authorize the development of all official District social media platforms. The District's Business/Technology department will maintain a list of social media sites authorized by the Superintendent or designee for use by organizational departments and designated employee "Content Publishers" approved to post content. Employees wanting to be authorized as "Content Publishers" shall submit for approval a Social Media Content Publisher Agreement Form (Exhibit 1114) for each social media platform the employee wants to establish. District employees must have an approved Social Media Content Publisher Agreement Form prior to creating a presence on any social media platform.

Employee Content Publishers are expected to know and follow District social media policies and procedures, and are responsible for monitoring and maintaining official District presence on social media platforms to ensure:

1. Content is current, accurate, and refreshed on a weekly basis;
2. User postings and comments, if permitted, are monitored and responded to as needed;
3. Content is consistent with the District's mission and goals, and meets guidelines for posting as defined in this policy; and

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4. All inappropriate posts as defined in this policy are removed and documented through a process that generally will include:
 - a. Informing the District's systems analyst/programmer of the inappropriate content.
 - b. If suitable, printing a copy of the inappropriate post to PDF. Refrain from transmitting potentially illegal content and images.
 - c. If suitable, sending a PDF copy of the inappropriate post to the District's system analyst/programmer. Refrain from transmitting potentially illegal content and images.
 - d. Removing the inappropriate post.

Content Guidelines

The content of all official District online social media pages shall be limited to current and useful information regarding the District's official and sponsored educational programs, activities, and operations. Such content shall support the District's educational mission and be appropriate for all audiences. Official District social media pages consist of District messages and re-messaged District related content (re-tweets) and shall not display or otherwise communicate content not expressly authorized by these guidelines.

The posting on official District social media pages of links to other online platforms or social media sites is permissible if the linked sites' content is of an academic nature, supports the District's educational mission, and is consistent with the District's policies and regulations. The District is not responsible for the content of external online platforms, not associated with the specifically linked information.

The use of District or school logos requires the express permission of the Superintendent or designee.

The Superintendent or designee shall aim to ensure copyright laws are not violated in the use of material on official District social media platforms.

Although the District does not regularly review or monitor content, the Superintendent or designee, may remove posts based on viewpoint-neutral considerations, such as lack of relation to the site's purpose or violation of the District's policy, regulation, or content guidelines.

Each official District social media platform shall prominently display:

1. The purpose of the site with a statement that users are expected to use the site only for the intended purpose(s).
2. Information regarding how to use the social media platform's security settings.
3. A statement that the site is regularly monitored and any inappropriate content will be removed.
4. A statement that the District is not responsible for the content of external online platforms.
5. A disclaimer that any user's reference to a specific commercial product or service is not the District's endorsement or recommendation of that product or service.
6. The individual(s) to contact regarding violation(s) of District's social media policy and regulation.

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If the Superintendent or designee determines user-posted content will be allowed on a specific District social media page, the social media platform shall also:

- a. Prohibit inappropriate posts, including those with content that:
 - i. Is obscene, libelous, or so incites students as to create a clear and present danger of the commission of unlawful acts on school premises, violation of District or school rules, or substantial disruption of the school's orderly operation; or
 - ii. Is not related to the site's stated purpose, including but not limited to, comments of a commercial nature, political activity, and comments that constitute discrimination, harassment, bullying, or otherwise violate federal or state laws, or District policies, procedures, or regulations.
- b. Include protocols for users, including expectations that users will communicate in a respectful, courteous, and professional manner.
- c. State that users are personally responsible for the content of their posts and the District is not responsible for the content of external online platforms.
- d. Include a disclaimer that the views and comments expressed on the site are those of the users and do not necessarily reflect the District's views.

Reporting Content Violations

Users are encouraged to report any inappropriate content or any content that violates the terms, policies, or procedures governing the District's social media pages.

For violations of the social media provider's terms, policies, or regulations, contact the social media provider according to the provider's procedures. Most social media providers provide a link for reporting problems or abuse and publish extensive terms, policies, or regulations, such as a Statement of Rights and Responsibilities, Data Use Policy, and Community Standards. Users of District social media pages should familiarize themselves with the social media provider's terms, policies, and regulations, including the procedures for reporting any problems or abuse. The District is not responsible for the social media provider's removal of, or failure or refusal to remove, any content that is reported to the social media provider.

To report perceived violations of a District policy, procedure, or regulation, contact Systems Analyst Programmer at NOC@etiwanda.org. Please provide details of any violation, such as a reference to the District Board policy or administrative regulation that was violated and the specific nature of the content which caused the violation. The District is not responsible for removing or blocking, or failing to remove or block, any reported content.

Appropriate Use of Social Media

District employees and students who participate in official District social media platforms shall adhere to all applicable District policies and regulations, including but not limited to professional standards related to interactions with students, staff, and the public.

Use of official District social media pages in violation of this administrative regulation may result in disciplinary action, up to and including termination of employment, expulsion, and referral to the

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appropriate law enforcement agencies. The District may suspend or terminate user rights for individuals who violate District standards.

Board Approved:

April 2, 2015

July 19, 2012

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