

## **KDB**

### **SCHOOL DISTRICT SOCIAL MEDIA WEBSITES**

The School Board recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official district social media platform shall be to further the district's vision and mission, support student learning and staff professional development, and enhance communication with students, parents/guardians, staff, and community members. As such, the Superintendent is authorized approve social media websites and platforms in support of this purpose and within the guidelines of this policy.

#### **Definitions**

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

"Official district social media platform" is a site 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, booster club, or other school-connected organization or a student's or employee's personal site, are not considered official district social media platforms.

#### **Privacy**

The Superintendent or designee will ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on official district social media platforms.

#### **Copyright**

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

#### **Establishment of Regulations**

The Superintendent or designee will establish administrative regulation, guidelines and protocols for official district social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

#### **Content and Comment Limitations**

Official district social media platforms may not contain content that 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 school rules, or substantial disruption of the school's orderly operation.

Staff or students who post prohibited content shall be subject to discipline in accordance with district policies and administrative regulations.

#### **Guidelines for Content**

The Superintendent or designee shall ensure that official district social media platforms provide current information regarding district programs, activities, and operations, consistent with the goals and purposes of this policy and regulation. Official district social media platforms shall contain content that is appropriate for all audiences.

The Superintendent or designee shall ensure that official district social media platforms are regularly monitored. Staff members responsible for monitoring content 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.

### General Guidelines

1. The Superintendent or designee reserves the right to remove and/or not post any comments at any time, for any reason. The District reserves the right to remove postings that:
  - a. Are abusive, defamatory, or obscene;
  - b. Are fraudulent, deceptive or misleading;
  - c. Target, disparage, or discriminate;
  - d. Contain spam, advertising, solicitations, or include links to other sites;
  - e. Contain confidential information;
  - f. Are in violation of any intellectual property right of another;
  - g. Are in violation of any law or regulation;
  - h. Violate any School District policy; or
  - i. Are otherwise offensive, graphically, or in tone.
2. The main page of every District-sponsored social media site should indicate it is the “Official Page of the Rochester School District.”
3. Written parental release is required before posting of student photographs in District-approved social media. Posting of photographs or videos of students in violation of any law or regulation is not permitted. Obscene images and videos will not be posted. Release via official school documentation is required.
4. To the extent possible, the content posted on District-approved social media pages are preserved and archived using policies and procedures that are consistent with the District’s records retention and disposal policies.
5. Endorsements of any product, cause, political party, or political candidate is forbidden.
6. The District should make reasonable effort to block followers who are deemed inappropriate if they can be seen by others viewing its Follower list.
7. The District will only follow other Twitter feeds and/or send direct messages to other Twitter accounts with objectives that align with the educational mission of the District.
8. The District’s Twitter feed will be used for broadcasting purposes only. The District will not respond to a tweet via a “reply”.
9. The District’s Facebook page should not be set up as a “fan” page where fans may be permitted to post comments. The page administrator(s) is (are) authorized to block/remove fans and postings from the District’s Facebook page where the posts and comments do not support the education mission of the District.
10. All content on the District’s Facebook page must relate to education, curriculum, instruction, school-authorized activities and athletics, school or district news or general information relating to work, activities and accomplishments of the District and its staff, as representatives of the District.
11. The privacy settings of the District’s Facebook page are managed by the page administrator(s). All posting of comments on the District’s Facebook page are at the discretion of the page administrator(s). The page administrator(s) reserve the right to remove or not post any comments at any time, for any reason.
12. The District should only associate with other Facebook groups with objectives that are consistent with the educational mission of the District.
13. The District’s Facebook page is a means to connect to the public. Accordingly, the District will not use Facebook to send direct or private messages to individuals.

**Sites That Are Not Considered Official District Social Media Platforms.**

Booster organizations and similar groups must:

- Make every reasonable effort to adhere to the guidelines set forth within this policy.
- Adhere to all District trademarking and licensing guidelines.
- Provide the following disclaimer on ALL booster organizations or similar groups website pages.  
**“This site is produced and maintained by the ORGANIZATION or CLUB TITLE, and is not officially sanctioned, affiliated or supported by the Rochester School Department.”**

**Adopted: January 7, 2016**