

SCHOOL DISTRICT APPROVED SOCIAL MEDIA ACCOUNTS

Any employee who wishes to create a social media account to be utilized with operations of the school district, a classroom activity, or an extracurricular club or group associated with the school district shall comply with all District policies and state laws on the use of district-owned hardware, software and networks, as relevant, to the use of social media for a school, class, or program.

Initially, the employee shall notify the Superintendent or Building Principal of a request to establish a social media site for a school, class or program.

Employees shall be prohibited from using a personal Facebook page or personal social media account for school-related purposes.

All social media accounts created shall have expectations for acceptable use listed on the social media site that are compliant with the district's expectations for acceptable use.

Accounts created shall not include posts that advocate for or against a political candidate or ballot initiative.

Employees and students shall refrain from posting or otherwise publishing images that include students without parental release forms on file for the specific social media site that was created.

The site's security settings should allow only approved participants access to the site. A building administrator must be approved as a participant for supervisory purposes (as an administrator with log in credentials).

All school policies regarding appropriate behavior in school or the classroom should be applied online. Students and staff shall be disciplined for inappropriate posts or uploads which would violate district disciplinary policies.

Prior to use of the school district's logo or school-specific logos-mascots, approval is required from the superintendent.