

SUBJECT: DISTRICT AUTHORIZED SOCIAL MEDIA

ORIGINATING OFFICE: ASSISTANT SUPERINTENDENT, CURRICULUM AND INSTRUCTION

EFFECTIVE: DECEMBER 8, 2015

REVISED:

Introduction

Social media are powerful communication tools that impact professional and institutional reputations. The District recognizes the importance of social media as a communication tool to inform the public about issues impacting the District. The same laws, professional expectations and guidelines for interacting with students, parents and other District constituents apply to employee use of social media. Employees are responsible for any District related content they post on District authorized social media sites (“District Social Media”).

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.

District Social Media is a site authorized by the Superintendent or designee to be used for school purposes. 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 District Social Media.

Account Managers are District employees who establish District Social Media sites.

Authorization for District Social Media Sites

The Superintendent or designee shall authorize the development of any District Social Media site. Teachers and coaches shall obtain approval from the principal or designee before creating an official classroom or team social media platform. The Superintendent or designee has the discretion and right to temporarily or permanently disable, alter settings, or shut down any District Social Media site at any time for any reason.

Responsibility for District Social Media

Account Managers shall obtain permission to establish the District Social Media site pursuant to the attached “Social Media Site Authorization Form”. Account Managers will review content posted on the sites they manage and for adherence with Board Policy 1114

and Staff Rule 1114 on a regular basis. All users are encouraged to report to the Account Manager any District Social Media sites that are not in compliance with Board Policy 1114 or Staff Rule 1114.

Guidelines for Content

Account Managers shall ensure that District Social Media site provides current information regarding District programs, activities, and operations, consistent with the goals and purposes of this policy and regulation. District Social Media sites shall contain content that is appropriate for all audiences.

Account Managers shall ensure that copyright and other intellectual property laws are not violated in the use of material on District Social Media sites.

Account Managers are responsible for monitoring content and 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 District Social Media Account Manager shall comply with the following:

1. Create the District Social Media sites using the Account Manager's District e-mail address.
2. Use the District Social Media site only for the purpose for which the site was created.
3. Become familiar with and use security settings of the social media site as appropriate for the site's purpose.
4. Monitor and remove any inappropriate posts. Inappropriate posts include those that:
 - a. Are obscene, libelous, or so incite 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;
 - b. Are not related to the stated purpose of the site, including, but not limited to, comments of a commercial nature, political activity, and comments that constitute discrimination or harassment.
5. Establish protocols for users, including expectations that users will communicate in a respectful, courteous, and professional manner.
6. Include the following information on the site, where technically possible:
 - a. A statement that users are personally responsible for the content of their posts and that the District is not responsible for the content of external online platforms.
 - b. A disclaimer that the views and comments expressed on the site are those of the users and do not necessarily reflect the views of the District.

- c. A disclaimer that any user's reference to a specific commercial product or service does not imply endorsement or recommendation of that product or service by the District.
- d. The individual(s) to contact regarding violation of District guidelines on the use of District Social Media sites.

Privacy

Account Managers shall require that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on District Social Media sites. Social media and networking sites and other online platforms shall not be used by District employees to transmit confidential information about students, employees or District operations.

Appropriate Use by District Employees

District employees who participate in District Social Media sites shall adhere to all applicable district policies and procedures, including, but not limited to, employee use of technology and professional standards related to interactions with students.

When appropriate, and technically possible, employees using District Social Media sites shall identify themselves by name and District title and include a disclaimer stating that the views and opinions expressed in their post are theirs alone and do not necessarily represent those of the District or school.

Public Nature of Communications

By submitting content to any of the publicly available District Social Media sites, users understand and acknowledge this information is available to the public. The District may use this information for internal and external purposes, and other users may use posted information in ways beyond the District's control. Users who do not wish to have the information used, published, copied or reprinted, should not post on the District Social Media pages. Postings may be considered a public record under the California Public Records Act.

Visitor Generated Content

If District Social Media sites allow posting of content by other users, such content does not reflect the opinions or endorsement by the District and the District is not responsible for such content. Users are fully responsible for the content they post on District Social Media sites.

The District reserves the right to block or remove any content from District Social Media at any time without prior notice if the District deems the content to be inappropriate for students or to violate any agreements, terms, policies, procedures, or regulations established by the District or social media provider; or whenever the District deems it in its best interest to do so. For example, the District may block or remove content it deems threatening, profane, obscene, a violation of intellectual property laws or privacy laws,

commercial or promotional of organizations or programs not related to or affiliated with the District, illegal, or otherwise injurious to minors or the educational program.

The Account Manager has the authority to monitor discussions and comments, providing feedback as needed and removing comments that violate District policy, rules or regulations, and comments that do not relate to the purpose for which the District Social Media site was established. Account Managers shall include, when technically possible, the following notice on District Social Media sites:

“Notice to Visitors: Thank you for your interest in the District. We encourage comments concerning this site, but are not creating an open forum for public discussion. We encourage responsible use of this site. The District reserves the right to remove any content that is deemed to violate District policies, rules, regulations and/or applicable laws.”

Personal Social Media

1. Personal Social Media – Personal Social Media is defined as any social media site that is created and maintained by a District employee in their individual capacity for personal purposes without the use of District resources.
2. Work/Personal Distinction – Personal Social Media shall not be used for District purposes or for purposes related to District employment. District employees are encouraged to maintain a clear distinction between their Personal Social Media use and any District-related social media use.
3. Prohibition on Use of Student Information on Personal Social Media – District employees shall not use Personal Social Media for communicating with District students outside of the District Social Media sites. District employees may not send, share or post pictures, text messages, emails or other material that personally identifies District students in electronic or any other form of Personal Social Media or use images of students, student e-mails or other personally-identifiable student information for personal gain or profit.
4. Professional Effectiveness – District employees must be mindful of the public nature of Social Media. To avoid jeopardizing their professional effectiveness, employees are encouraged to familiarize themselves with the privacy policies, settings, and protections on any Social Media sites to which they choose to subscribe. Employees should be aware that any information posted online, despite privacy protections offered by those sites, may be made available to the public and could be reported to the District. Because online content can be spread in mere seconds to mass audiences, the District encourages employees to determine before posting any information online whether they are comfortable having this information shared publicly beyond their intended audience.

ROSEVILLE JOINT UNION HIGH SCHOOL DISTRICT
SOCIAL MEDIA SITE AUTHORIZATION FORM

Employees of Roseville Joint Union High School District who wish to create and maintain an official District or school presence (“Account Manager”) on any social media site must have a copy of this completed form on file with the school site or District department, and a copy submitted to the District’s Technology Department, prior to a social media site’s activation.

Note: Once authorized, Account Manager is fully responsible to abide by the District Authorized Social Media Board Policy and Staff Rule 1114 and Staff Technology Acceptable Use Policy.

Date: _____

School Site or District Department: _____

Employee Name: _____

Employee Title: _____

Employee Signature: _____

District e-mail address: _____

Social media site requested: _____

Purpose for social media site: _____

Social Media Account Information

User name: _____

Approval

For school related sites, the Principal or designee approval is required below. For all other sites, the Department Assistant Superintendent’s approval is required below:

Name: _____

Signature: _____

Title: _____

Date: _____

Technology Department Completion

Name: _____

Date: _____