

See also GBEBB, JICDAA

SCHOOL DISTRICT SOCIAL MEDIA PLATFORM POLICY

The School Board recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. This Policy applies to official District social media platforms. 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 or designee is authorized to establish social media platforms in furtherance of the District's values, goals, and mission.

The intent of this policy is to protect the integrity of each individual teacher's presence on social media by setting guidelines for showcasing and promoting classroom and district happenings and curriculum.

Definitions

"Social media" means any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites.

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

Social media shall not be made a requirement for student or parent use as a way to gain information about the classroom curriculum.

Establishment of Regulations

The Superintendent or designee will establish administrative regulations, 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 regulations. The administrative regulations, guidelines, and protocols will include provisions to ensure that the privacy rights of students, parents/guardians, staff, and other individuals are protected on official District social media platforms.

All usage of social media will comply with NH State Code of Conduct, ED510.04, Principle 4-Responsible and Ethical Use of Technology.

Guidelines for Content

Only authorized individuals are permitted to post content on official District social media platforms. At the building level, the Principal or designee must approve all content posted on the official District social media platforms. Individuals who have administrative rights to post content must have the prior approval of the building Principal.

Official District social media platforms shall be used only for their stated purposes and in a manner consistent with this Policy, administrative regulations, guidelines, and protocols.

Legal References: RSA 275:73, Use of Social Media and Electronic Mail

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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, administrative regulations, guidelines, and protocols. Official District social media platforms shall contain content that is appropriate for all audiences.

The main page of every official District social media platform should indicate it is the "Official page of the Windham, N.H. School District" and shall include the guidelines for public comment, if any.

The District shall not post any student names, photographs, or videos to any official District social media platform without written permission of the parent/guardian.

To the extent possible, the content posted on any official District social media pages will be preserved and archived using policies and procedures that are consistent with the District's records retention and disposal policies.

All content on the official District social media platform must relate to education, curriculum, instruction, school-authorized activities.

The District's official social media platforms are a means to connect to the public. Accordingly, the District will not use those platforms to send direct private messages to individuals.

Guidelines for Public Comment

The District 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. The monitoring of building-based social media sites and platforms are the responsibility of the building principal and/or designee. The District reserves the right to remove postings that:

- Are abusive, defamatory, or obscene;
- Target, disparage, or discriminate on the basis of ethnicity, race, religion, sexual preference, age, sex, or disability;
- Contain spam, advertising, solicitations or include links to other sites;
- Contain confidential information;
- Violate any intellectual property right of another;
- Violate any law or regulation;
- Violate any School District policy;
- Are otherwise offensive, graphically or in tone;
- Constitute a specific or imminent threat;
- Violate the guidelines of the social media site; or
- Are off-topic or do not relate to the posted topic.

No posts shall be removed without the prior approval of the Superintendent or designee.

Copyright

Copyrighted materials may only be posted in compliance with copyright laws.

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