

## SCHOOL DISTRICT SOCIAL MEDIA WEBSITES

*See Also: Policy KD-R*

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 to establish social media websites and platforms in furtherance of the District's values, goals, and mission.

### **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.

### **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.

The District will not require, compel or request that any student provide his/her personal or private social media account information with relation to any District social media website.

Students, parents, staff and members of the public are hereby given notice that the District reserves the right to and will monitor all District social media websites. As such, there is no expectation of privacy.

### **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.

### **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.

## **Copyright**

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

### **Legal References:**

*RSA 189:70, Educational Institution Policies on Social Media*

SAU #7 Policy Committee: Recommended for Adoption -  
Colebrook School Board: Adopted – November 5, 2019  
Pittsburg School Board: Adopted – November 12, 2019  
Stewartstown School Board: Adopted – November 4, 2019