

SCHOOL DISTRICT SOCIAL MEDIA WEBSITES – REGULATIONS & ADMINISTRATIVE PROCEDURES

See Also: Policy KE

GENERAL GUIDELINES:

1. The Superintendent reserves the right to remove postings that;
 - a. are abusive, defamatory, or obscene;
 - b. are fraudulent, deceptive or misleading;
 - c. target, disparage, or discriminate on the basis of ethnicity, race, religion, sexual preference, age, sex, or disability;
 - 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.
 - j. contain complaints about District staff.
2. The main page of every District-sponsored social media site should indicate it is the "Official page of the School District."
3. Written parental release is required before posting of student photographs in District-sponsored 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 by verified email address with phone or other oral confirmation is acceptable.
4. To the extent possible, the content posted on District-sponsored 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 are forbidden.
6. The District will only follow other Twitter or other Social Media platform feeds and/or send direct messages to other Twitter or other Social Media platform accounts with objectives that align with the educational mission of the District.
7. The District's Twitter or other Social Media platform feed will be used for broadcasting purposes only. The District will not respond to any Social Media platform via a "reply."
8. 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.

9. The privacy settings of the District's Facebook or other Social Media platform page or other Apps are managed by the page administrator(s).

10. The District should only associate with other Facebook or other Social Media platform groups with objectives that align with the educational mission of the District.

11. The District's Facebook or other Social Media platform page is a means to connect to the public. Accordingly, the District will not use Facebook or other Social Media platforms to send direct private messages to individuals.

Legal References:

RSA 189:70, Educational Institutional 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