

OYSTER RIVER COOPERATIVE SCHOOL BOARD	Policy Code: KD
Draft to Policy Committee: January 11, 2017 Draft for Re-review to Policy Committee: February 8, 2017 First Read to School Board: February 22, 2017 Second Read Adoption School Board: April 5, 2017	Page 1 of 2

### **SCHOOL DISTRICT SOCIAL MEDIA WEBSITES/PLATFORMS**

The Oyster River Cooperative School Board recognizes the value of technology, such as social media websites and platforms, in promoting community involvement and collaboration. The purpose of any official District social media website or 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. Such sites and platforms will be considered official District social media sites and platforms. Social media is a term used to describe a set of electronic tools through which users create online communities to share information, ideas, and other content. Social media websites and platforms 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.

The Superintendent or designees will establish administrative regulations, guidelines, and/or protocols for official District social media websites and platforms to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

Official District social media websites and platforms shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. These sites and platforms do not create, and are not intended to create, public forums or limited public forums, or otherwise guarantee an individual's right to free speech.

Official social media sites and platforms also provide the School Board a medium to publicize its official position on issues related to the schools such as school building projects, proposed school budgets and public policies affecting the schools. Official social media sites and platforms are outlets for the official message of the Oyster River School District and are not a forum for dissemination of other views. The content of such social media websites and platforms shall remain in the exclusive control of the Oyster River School District, its School Board and designated agents.

Official District social media platforms shall contain content that is appropriate for all audiences. Official District social media websites and platforms may not contain content that is obscene, libelous, or that incites students to undertake and/or creates a danger that students will undertake unlawful acts on school premises, violation of school rules, or substantial disruption of the school's orderly operation.

Staff or students who post prohibited content shall be subject to discipline in accordance with District policies and administrative regulations.

The Superintendent or designees shall ensure that official District social media platforms are regularly monitored. Staff members responsible for monitoring content 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.

OYSTER RIVER COOPERATIVE SCHOOL BOARD	Policy Code: KD
Draft to Policy Committee: January 11, 2017 Draft for Re-review to Policy Committee: February 8, 2017 First Read to School Board: February 22, 2017 Second Read Adoption School Board: April 5, 2017	Page 2 of 2

The Superintendent or designees 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 for information posted on, sent to or received by the District's social media websites.

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

**Cross Reference:**

- GBEF -School District Internet Access for Staff
- GBEB – Staff Conduct with Students
- JICK – Bullying and Cyberbullying
- GBAA - Sexual Harassment – Employee/Staff
- EHB – School Record Retention
- AC - Non-Discrimination/Equal Opportunity
- EGAD – Copyright Compliance
- KD-R – School District Social Media Websites/Platforms - Procedure

**Legal Reference:**

- RSA 189:70 – Educational Institution Policies on Social Media