

OYSTER RIVER COOPERATIVE SCHOOL BOARD	Policy Code: KD-R
Draft to Policy Committee: January 6, 2017 Draft 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 3

SCHOOL DISTRICT SOCIAL MEDIA WEBSITES/PLATFORMS – GUIDELINES

GENERAL GUIDELINES:

The Oyster River Cooperative School District will have cause to monitor its official social media sites and platforms and the content thereon, 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. It is understood that the monitoring of building based social media sites and platforms are the responsibility of the building principal and/or designee for policy compliance. Oyster River Cooperative School District believes that electronic communication/social media/texting is not a replacement for meaningful dialogue between students to students or student to staff. When practical, the district encourages face to face communications. Without limiting the foregoing, the District reserves the right to remove postings that:

- Are abusive, defamatory, or obscene;
- Are fraudulent, deceptive or misleading;
- 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;
- Are in violation of any intellectual property right of another;
- Are in violation of any law or regulation;
- Violate any School District policy; or
- Are otherwise offensive, graphically or in tone.
- Contain complaints about District staff or students.

The main page of every official District social media website or platform should indicate it is the "Official page of the Oyster River School District." and all subdivisions.

Written parental release(s) is/are required before posting of student photographs in/on official District social media sites and platforms. 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. The content posted on official District social media sites and platforms does not constitute adopted policies or procedures of ORCSD and do not constitute "official" school records.

Endorsements of any product, cause, political party or political candidate are forbidden.

The privacy settings of the District's social media websites are managed by the page administrator(s). All posting of comments on the District's social media websites are at the discretion of the page administrator(s). The page administrator(s) reserve the right to remove or not post any comments at any time, for any reason. These sites will be reviewed by building administrators on a regular basis.

Due to the frequent changes with technology, all social media page settings will be reviewed with the Oyster River Cooperative School District technology department.

The District should only associate with groups on social media websites and platforms if such groups have objectives that are consistent with the educational mission of the District.

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Official District social media sites and platforms are a means to connect to the public. Accordingly, the District will not use such sites and platforms to send direct private messages to individuals. Official District social media websites 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 District social media sites must comply with all applicable state and federal confidentiality laws and regulations.

At no time shall personal information about students (such as home address, telephone number, e-mail address, birth date, social security number, etc.) or any other information that is confidential under state or federal law appear on official District social media sites or platforms. Such sites and platforms will not include any information that indicates the physical location of students at any given time, other than attendance at a particular school or participation in school activities.

At no time shall personal information about employees appear on official District social media pages or platforms (including home addresses, home telephone numbers, home email addresses, birth dates, social security numbers, etc.).

Appropriate permission must be obtained before any copyrighted or trademarked material is used on official District social media sites or platforms. No copyrighted material may be reproduced, transmitted or displayed on official District social media sites or platforms without obtaining permission from the copyright owner.

An appropriate copyright notice will appear with all copyrighted material published on official District social media sites and platforms.

Students retain the copyright in materials they create.

Except for the above exceptions, all official District social media sites and platforms and content on those sites and platforms are the property of and owned by the Oyster River School District.

- Official District social media sites and platforms may not include links to any personal websites of students or employees.
- Official District social media sites and platforms may include links only to websites that have a demonstrated educational or other informational value to students, employees and/or the community, as deemed appropriate by the Superintendent or his/her designee.
- To the extent an official District social media site or platform contains links to third-party websites, the site or platform must include a disclaimer informing users that links are provided as a convenience, and that Oyster River does not endorse these sites or have any responsibility for the content of these sites.
- The District reserves the right to, and will, monitor all official District social media websites and platforms. As such, there is no expectation of privacy for information posted on, sent to or received by the District's social media websites.
- Use of official District social media sites and platforms must comply with law, Board policy, and regulation.

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DESIGN AND ACCESSIBILITY:

- The Superintendent or his/her designee shall develop standards for the design and appearance of official District social media sites and platforms. These standards will include appropriate measures to make such sites and platforms accessible to persons with disabilities. School unit information available on the sites and platforms will also be made available to the public in alternative ways upon request.

GUIDELINES FOR STAFF WISHING TO ESTABLISH DISTRICT-RELATED SOCIAL MEDIA SITES OR PLATFORMS:

- Staff setting up social media sites or platforms to communicate with students, parents and/or the community for District- or school-related purposes must inform the Superintendent and/or building principal, who must review and decide whether or not to approve such sites/platforms. If a site or platform is approved, appropriate means for the District or District-designated administrator to access, review and administer the site must be established (including access to and maintenance of the admin username and login information for the site or platform).
- All staff communicating through social media for District or school-related purposes represent the School District when doing so. All communication with colleagues, students, parents and/or community for District purposes should be professional and age-appropriate, modeling the standards and integrity of a District professional. The same professional expectations apply to using social media as they do in other areas of professional activity within the District.
- Staff shall adhere to applicable privacy and confidentiality laws (including but not limited to FERPA) and policies when using official District social media sites and platforms. Staff shall carefully review the privacy settings on any social media and networking sites they use as District professionals and exercise care and good judgment when posting content and information. Staff are responsible for the content of any communication they post or send when communicating as employees of the District.
- Staff requesting to set up and use social media sites or platforms for District and education-related purposes may be tasked with being responsible for the content and upkeep of such site(s) or platform(s), including dismantling the site/platform when no longer in use.

Cross Reference:

KD - School District Social Media Websites/Platforms