

COMMUNITY RELATIONS

4170

District or School Operated Social Media

The District recognizes the value in using social media tools to reach students, parents, and community members in an effective and efficient manner. This policy establishes guidelines for the use of District and/or school-operated social media sites. The policy does not apply to private student or parent organizations.

The best, most appropriate District/school use of social media tools fall generally into three categories:

1. As a means of disseminating time-sensitive information as quickly as possible (example: school closure due to weather conditions);
2. To promote upcoming District/school events, such as athletic competitions and other curricular and extracurricular events; and
3. To recognize outstanding achievement on the part of students and teachers.

Each District/school that operates a social media site shall designate a staff member "Content Manager" who shall be responsible for the content and maintenance of the social media site(s). This person shall be identified as the responsible Content Manager in both social media and District/school websites and contact information shall be provided.

Social media sites shall be in compliance with all relevant District policies and state and federal rules and regulations, including without limitation, the Idaho Code of Ethics for Professional Educators, student and personnel acceptable Internet use policies, records retention policies, and applicable privacy and confidentiality policies adopted by the District or as provided by State or federal law. No confidential or proprietary information of the District shall be posted. No student records shall be posted.

Directory information regarding students may be posted on social media, which may include photos, student names, grade level, academic awards and information in relation to school-sponsored activities, organizations, and athletics. Any parent/student who has not opted out of providing directory information pursuant to District Policies 3570 and 3575 consents to the publishing of student directory information on social media, and such content shall not be a violation of applicable District policy or State or federal law.

Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between the District/schools and students, parents, and members of the community.

The Content Manager may remove any material that would:

1. Disrupt the educational process or compromise the safety of students or staff;
2. Violate the rights of others;
3. Invade the privacy of others;
4. Infringe on a copyright;
5. Be obscene, vulgar, or indecent;
6. Promote, foster or perpetuate discrimination on the basis of race, ethnicity, age, religion, gender, national origin, physical or mental disability or sexual orientation;
7. Include sexual content or links to sexual content;
8. Encourage illegal activity;
9. Constitute hazing, harassment, intimidation, bullying, or cyberbullying;
10. **[Optional: Solicit commerce.]**

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date, and identity of the poster when available.

The District or Content Manager reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

Cross Reference: 3570-3570P Student Records
 3575 Student Data Privacy and Security
 4130 Public Access to District Website
 4260 Records Available to Public
 5280 Professional Standards Commission Code of Ethics
 5325-5325P Employee Use of Social Media Sites, Including Personal Sites
 8605 Retention of District Records

Legal Reference: 20 U.S.C. § 1232g Family Education Rights and Privacy Act
 34 C.F.R. 99 Family Education Rights and Privacy Act
 Title 74 Chapter 1 Public Records Act
 I.C. § 33-133 Idaho Student Data Accessibility, Transparency, and Accountability Act
 I.D.A.P.A. 08.02.02.076 Code of Ethics for Idaho Professional Educators
 I.D.A.P.A. 08.02.02.077 Definitions for Use with the Code of Ethics for Idaho
 Professional Educators

Policy History:

Adopted on: 09/26/2017
Revised on: