

### District Use of Social Media

It is the intent of this policy to provide the protections necessary and usage guidelines for users of social media in the School District of West Salem. Free expression of ideas is acknowledged and encouraged in the District. Staff should understand that the use of social media as a school resource is a privilege, not a right. Violations of these procedures or rules will result in appropriate disciplinary action up to and including written reprimand, suspension without pay, or possible discharge.

The District provides a social media presence created and monitored by the District and can be used as a resource pursuant to the District's educational or business purposes.

Students/Staff must comply with all School District of West Salem Board of Education Policies and use social media in a responsible manner when communicating using social media.

- A. The District may choose to use social media to include district announcements of activities and accomplishments of any groups that have been organized primarily to support a school-related purpose, such as parent-teacher organizations and booster clubs, provided that the same standards apply to all such groups when similarly situated. The non-school events, activities, or accomplishments of third-party groups or organizations that are not organized primarily to support a school-related purpose shall not be advertised or promoted through any District social media account(s).
- B. The district's social media account(s) for public communication shall include the district's name; and where technology feasible, the main account page shall include the URL of the official District website and basic contact information for the District.
- C. To the extent consistent with the District's policies and notices regarding student directory data and other student records, pictures of individuals-identifiable students engaged in school related activities may be posted or displayed through a District-sponsored social media account.

- D. A District-sponsored social media account may be an open or closed network based on the purpose/nature of the site. Open sites that accept comments or postings by anyone other than the account administrator, must be diligently monitored to ensure that content is displayed within District policies and procedures.
- E. A District-sponsored social media account shall not be relied upon to establish compliance with the requirements for giving public notice of Board meetings or the meetings of other governmental bodies that fall under the purview of the Board or District. Any such notice of such meeting that may be provided through a District-sponsored social media account shall be considered exclusively supplemental in nature.
- F. Access to administrative control over a social media account will be determined by the superintendent and/or his/her designee.

Except for District-sponsored social media accounts that have been approved pursuant to this policy, no District employee, member of the Board, or other person acting as an agent of the District shall establish an account, site, page, blog, or other similar presence on a third-party website or on any other third-party electronic social media application that purports to represent, or that a member of the public would be likely to reasonably believe represents (e.g., due to the manner in which information is presented), an official or authorized account, site, page, blog or other similar presence of the full Board, the District, or District school, or any District-sponsored program or activity (e.g., athletic teams).

APPROVED:           MARDCH 25, 2019