

Raymond School District Policy – KD

SCHOOL DISTRICT SOCIAL MEDIA PUBLIC COMMENTS

The School Board recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. This policy applies to official District social media platforms such as Facebook or Twitter where the public can post comments. The purpose of any official District social media 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.

Definitions

"Social media" means any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites such as Facebook, Twitter, YouTube, LinkedIn, or blogs.

"Official District social media platform" is a site authorized by the Superintendent or designee. Sites 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.

Establishment of Regulations

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

Privacy

The Superintendent or designee will ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on official District social media platforms.

Guidelines for Content

Official District social media platforms shall be used only for their stated purposes and in a manner consistent with this policy, administrative regulations, guidelines, and protocols.

The Superintendent or designee shall ensure that official District social media platforms provide current information regarding District programs, activities, and operations, consistent with the goals and purposes of this policy, administrative regulations, guidelines, and protocols. Official District social media platforms shall contain content that is appropriate for all audiences.

The main page of every official District social media platform should indicate it is the "Official Page of the Raymond, N.H. School District" and shall include the guidelines for public comment.

The District shall not post any student names, photographs, or videos to any official District social media platform without written permission of the parent/guardian.

To the extent possible, the content posted on District-sponsored social media pages will be preserved and archived using policies and procedures that are consistent with the District's records retention and disposal policies.

All content on the official District social media platform 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.

The District's official social media platforms are a means to connect to the public. Accordingly, the District will not use those platforms to send direct private messages to individuals unless no other resource is available.

Guidelines for Public Comment

The District reserves the right to remove postings that:

- a. are abusive, defamatory, or obscene;
- b. endorse any product, cause, political party or political candidate in conflict with Raymond School District Policy KHB;
- c. target, disparage, or discriminate on the basis of ethnicity, race, religion, sexual preference, age, sex, or disability;
- d. constitute a specific or imminent threat;
- e. contain spam, advertising, solicitations or include links to other sites;
- f. contain confidential information;
- g. are in violation of any intellectual property right of another;
- h. are in violation of any law or regulation;
- i. are in violation of any District policy;
- j. are off-topic or do not relate to the posted topic; or
- k. are in violation of the guidelines of the social media site.

The Superintendent or designee 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 in accordance with this policy, administrative regulations, guidelines, and protocols.

Copyright

Copyright materials may only be posted in compliance with copyright laws.

Adopted: December 17, 2014

Revised: August 17, 2016

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