

Raymond School District Policy – KD-R

SCHOOL DISTRICT SOCIAL MEDIA WEBSITES – REGULATIONS

GENERAL GUIDELINES:

1. The Superintendent or designee reserve the right to remove and/or not post any comments at any time, for any reason. The District reserves the right to remove postings that:
 - a. are abusive, defamatory, or obscene;
 - b. are fraudulent, deceptive or misleading;
 - c. target, disparage, or discriminate on the basis of ethnicity, race, religion, sexual preference, age, sex, or disability;
 - d. contain spam, advertising, solicitations or include links to other sites;
 - e. contain confidential information;
 - f. are in violation of any intellectual property right of another;
 - g. are in violation of any law or regulation;
 - h. violate any School District policy; or
 - i. are otherwise offensive, graphically or in tone;
 - j. contain complaints about District staff.
2. The main page of every District-sponsored social media site should indicate it is the "Official page of the Raymond, N.H. School District."
3. Permission to publish any student names, photographs, or videos must be verified before posting to any District social media site.
4. To the extent possible, the content posted on District-sponsored social media pages are preserved and archived using policies and procedures that are consistent with the District's records retention and disposal policies.
5. Endorsements of any product, cause, political party or political candidate in conflict with Raymond School District Policy KHB are forbidden.
6. The District should make a reasonable effort to block followers who are deemed inappropriate if they can be seen by others viewing its Follower list.
7. The District's Facebook page should be set up as a "fan" page where fans may be permitted to post comments. The page administrator(s) is (are) authorized to block/remove fans and postings from the District's Facebook page where the posts and comments do not support the educational mission of the District.
8. All content on the District's Facebook page 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.

9. The privacy settings of the District's Facebook page are managed by the page administrator(s). All posting of comments on the District's Facebook page 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.

10. The District should only associate with other Facebook groups with objectives that are consistent with the educational mission of the District.

11. The District's Facebook page is a means to connect to the public. Accordingly, the District will not use Facebook to send direct private messages to individuals unless no other recourse is available.

Legal Reference

RSA 189:70, Educational Institutional Policies on Social Media

Adopted: December 17, 2014

Revised: August 17, 2016