



Book	Policy Manual
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Purpose

The District, district organizations, individual schools, and individual classrooms desire a presence in social media and social networking sites which will create accessible communication outlets, provide district news, facilitate district-related discussion by members of the community, and guide views to the district's website. The purpose and intent of this policy is to provide guidelines and expectations to help DASD employees and students utilize social media responsibly, while protecting DASD's and the individual user's image and reputation.

Authority

The district's social media and social networking presence shall comply with the district's Acceptable Use of Technology/Internet, Acceptable Use of Personal Technology Devices and Copyright Material policies. This policy shall be used in conjunction with and shall adhere to district policies governing computers, electronic devices, and technology.[1][2][3]

Definitions

Social Media and **Social Media Sites** as referenced in this policy shall refer to websites maintained for social networking, interaction, and collaboration by the DASD organization, staff, students, and members of the community at large. It may include, but is not limited to, Twitter, Facebook, LinkedIn, YouTube, Moodle, Wikis, and other social networking sites which may exist or be developed for online or web-based communication.

Owner of Site as referenced in this policy shall refer to the individual and or designee responsible for creating and maintaining the social media used to communicate DASD associated content.

DASD Organizations as referenced in this policy shall refer to clubs, sports teams, extra-curricular groups, co-curricular groups and all other groups associating themselves with the Dallastown Area School District.

Building Level as referenced in this policy shall refer to individual schools and assumes that the building principal is the owner of site.

Guidelines

Establishment of District, DASD Organization and Building Level Social Media

1. The District, DASD organizations, and individual schools may establish and maintain a presence on social media or social sites as determined by the district administration. The social media sites shall support and promote the district's mission, goals, and strategic direction.
(SC 510)
2. DASD organizations must communicate with and seek approval to use social media from the supervising administrator.
3. The owner of site shall reserve the right to remove comments or posts to its social media sites, and will notify the individual responsible for the posting, when such comments or posts are viewed as abusive, inappropriate, offensive, or of a harassing or threatening nature, including, but not be limited to, comments or posts that are or contain:
 - a. Commercial solicitations.
 - b. Factually inaccurate, erroneous, or libelous information.
 - c. Any vulgarity or obscenity or abusive or sexually explicit language.
 - d. Any pornographic, obscene, or sexually explicit material or other visual depictions.
 - e. Any links to unknown, unapproved, offensive or inappropriate websites or web pages.
 - f. Personal attacks of any kind, including posts that easily identify students, staff or others in defamatory or abusive terms.
 - g. Political support or opposition to any candidate, political measure, or ballot question.
 - h. Offensive comments that target or disparage any group or person.
 - i. Violations of district policy.
 - j. Spam: repeatedly posting the same comment or comments that simply advertise or promote a service or product.
 - k. Discussions not related to the district.
4. The owner of site and/or designee assigned by administration shall have responsibilities to oversee the monitoring and maintenance of the social media site.

5. All content and posts are bound by the terms of use of the specific social media site, the district's guidelines for social networking, the district's Acceptable Use of Technology/Internet, Acceptable Use of Personal Technology Devices and Copyright Material policies.[1][2][3][4]

District Postings

District postings to its social media sites shall provide and highlight information relevant to and of interest to students, guardians, and the community as a whole. Possible topics may include, but are not limited to:

1. Academics and related posts limited to achievements of district students which constitute newsworthy events.
2. Athletics and related posts limited to achievements of district teams and individual students at regional or state competitions. It is not the intent of the district's social media sites to announce athletic contests or scores.
3. Activities and related posts, to include information relating to community involvement, to announce dates for school plays and concerts among other activities.
4. Community and related posts, to include information relating to community education and involvement, and announcements of items of interest to the community at-large. The district's social media sites are not intended, however, to be used for the primary purpose of marketing.
5. Announcement or review of district, DASD organization, and building level events.
6. News and related posts, which may include information on legislation, district finances and budgetary information, and Board policy revisions. Any news that is negative in nature should be carefully considered by the Administrative Team and/or owner of site prior to posting.
7. All content should be accurate, concise, student-oriented, sensitive to diverse audiences, and respectful to the district, its employees, students, and the community at-large.
8. There are no requirements for the district to post at any designated frequency. The Administrative Team is responsible for recognizing that the success of the district's social media sites depend on current and new postings for its fans and followers.
9. Outdated content, material and postings should be removed as soon as possible.

Community Postings

1. Postings shall be limited to subject matters originating from the owner of site. It is not the intent of the district's social media sites to provide an unlimited or open forum for discussion on any topic. Postings which are not related to a district posting shall be removed by the owner of site, upon monitoring, who will notify the individual responsible for the posting of the district's posting policy.
2. Persons making comments or posts to the district's social media sites or pages are requested to show respect for their fellow users by ensuring that the discussion remains civil.

3. The district reserves the right to remove comments or posts to the district's social media sites, and owner of site, upon monitoring, will notify the individual responsible for the posting of the district's posting policy, when such comments or posts are viewed as inappropriate, offensive, or of a harassing or threatening nature. Repeat offenders will be removed as a fan/follower of the district social media sites to which inappropriate, offensive, harassing, or threatening posts are made.
4. All content should be accurate, concise, student-oriented, sensitive to diverse audiences, and respectful to the district, its employees, students, and the community at-large.
5. Outdated content, material and postings shall be removed by the owner of site and/or designee, as appropriate.
6. Student posts to the district's social media sites are subject to disciplinary consequences for postings which violate district policy and/or applicable laws and regulations governing student conduct or which result in a disruption to the educational environment in a district building or buildings.
7. Employees may post to the district's social media sites. However, it is recommended that matters that involve employment, policies, directives, or other matters that impact district staff should be directed to the employee's supervisors and handled through the recognized chain of command. Community postings are intended to address the subject matter of district postings and should be limited to matters of community interest.

Teacher/Classroom Social Media Use

1. Use of teacher/classroom social media must be communicated to the building administrator prior to implementation.
2. Use of social media for instruction and communication purposes should be completed through a "professional account" setup specifically for this purpose (Care should be taken to keep separate personal accounts and professional accounts).
3. Users should review all specific website/social media policies to ensure a full understanding of the regulations and requirements for use, as well as privacy related to posted information (Note the age limitations for student owned accounts).
4. To ensure student safety, classrooms utilizing social media sites with students that are not of the required age to create a personal account should communicate and maintain the following with guardians:
 - a. Tool to be used, with web link for their review
 - b. Purpose of use
 - c. How students will use and expectations
5. Student photos without identification may be used on social media sites unless a parent/guardian submits a written request to the building principal. Principals will communicate with teachers a list of students not authorized to have photos published.
6. Site owners are responsible for regularly monitoring and maintaining their social media.
7. All postings and activities on the site must relate to the specific instructional program and is not to be an open forum.

8. Inappropriate posts, as identified by the district and community posting guidelines, should be removed immediately. Users making the post should be contacted and information regarding the post provided to the building administrator/supervisor.
9. All content should be student-oriented, sensitive to diverse audiences, and respectful to the district, its employees, students, and the community at-large.
10. The strategic setup of site security and privacy should be considered in order to help maintain the safety of our students.

Separation of Professional and Personal Social Networking

The lines between personal and professional lives are easily blurred in the online world. Even when an employee is speaking as an individual, people may perceive them to be speaking on behalf of the school district.

1. Regardless of time, content that relates to professional duties within the organization should not be posted on personal social media.
2. Confidential and/or private information regarding students, employees, and the District should not be shared on professional or personal social media.
3. DASD employees should not be personally subscribed to the social networks of students, except where those students may be an immediate family member.
 - a. Upon graduation, it is appropriate for staff to subscribe to their social networks.
 - b. It is acceptable and appropriate to create class social networking pages expressly for educational purpose, to which students request memberships or are enrolled by the staff member.

Student Expectations

1. Use of DASD social media during the school day is intended for and should be limited to instructional purposes.
2. All posts to DASD social media sites must focus on the identified topics. Posts should not be inappropriate, offensive, or of a harassing or threatening nature.
3. Regardless of the site used, students submitting and/or accessing social media postings during the school day that are found to be inappropriate, offensive, of a harassing or threatening nature, and/or causes a substantial disruption, may be subject to disciplinary action.
4. Student/staff images on social media may be used only with teacher/supervisor permission and according to building-level permission requirements.
5. All content and posts are bound by the terms of use of the specific social media site, the district's guidelines for social networking, the district's Acceptable Use of Technology/Internet, Acceptable Use of Personal Technology Devices and Copyright Material policies.[1][2][3][4]