

NEW SOCIAL MEDIA GUIDELINES

WHAT YOU NEED TO KNOW

The district's social media guidelines are designed to provide structure to how we share information online and interact through social media. The intent is not to discourage the use of social media but to encourage online collaborations and conversations while protecting both students and staff.

DIFFERENTIATING BETWEEN OFFICIAL 'DISTRICT/SCHOOL' ACCOUNTS AND PERSONAL SOCIAL MEDIA ACCOUNTS

It is important to recognize what social media accounts are considered an official district/school account and which ones have been created for personal use. This is an important distinction because student media releases only cover official district or school publications. We define 'publication' to include anything from a printed brochure to an online video, to a photo that has been tweeted or posted to Facebook.

To be recognized as an official site, the account must register at <http://stvra.in/socialmedia> meet the following criteria:

- > The account is not tied to a personal name unless that person is recognized as a figure head or official spokesperson of that school (such as the superintendent or principal).
- > If you were to leave your position, the social media account would be transferred to the person hired into the role.
- > More than one person in the district must have login access to the account.
- > The account must follow all district social media guidelines, branding requirements and district policies.

POSTING STUDENT PHOTOS AND VIDEOS

If an account is not an officially recognized district/school account, you may not post photos or video that contain recognizable images of students. The only exceptions include:

- > They are your own children.
- > It is a public event such as a football game or graduation.

On personal social media accounts, photos can be retweeted or shared from official district/school accounts. Additionally, photos can be published directly on personal social media accounts as long as students are not recognizable in the images. Best practice would be to share the great things going on with whoever runs your school/department social media accounts so it can fully posted (after checking to ensure parents have signed permission for school or district publications) .

REPRESENTING THE PROFESSION OF TEACHING AND THE INSTITUTION OF PUBLIC EDUCATION

It is important to stay mindful that whenever we publish something online – whether it is through Twitter, Facebook, Instagram, or a blog – we are representing the profession of teaching and the institution of public education to a global audience. It is important to take a moment to think about both the written and visual content to make sure it could not be interpreted in a negative way (messy classroom, unprofessionally dressed staff, students with hats, disengaging photos).

ROLLOUT PLAN AND TIMELINE

Social media guidelines will go into effect on January 7, 2019. Rollout plan includes: December 6, information shared with Leadership Council; December 10, information added to the Staff Portal webpage; January 7, all staff email distributed.

STAFF SOCIAL MEDIA GUIDELINES

St. Vrain Valley Schools supports the use of online social media to facilitate district programs, departments and schools in building a more successful parent, community, student and employee network. This document contains St. Vrain Valley Schools guidelines regarding the use of social media.

Definitions:

“Social Media” includes the various online technology tools that enable people to communicate easily over the Internet to share information and resources. Social media can include text, audio, video, images, podcasts and other multimedia communications. These websites not only provide information, but allow for interaction during this informational exchange through user-generated content.

“Technology” includes computers, notebooks, the Internet, telephones, cellular telephones, personal digital assistants, MP3 players, such as iPod’s, USB drives, wireless access points (routers), or any wireless communication device.

“District Technology” is that which is owned or provided by the district. District social media accounts are used to positively conduct, promote or educate the community about a school, program or the district. Personal social media accounts are used on personal time and they are used to connect with personal contacts, interests and companies.

“Personal Technology” is non-district owned technology.

Official District Social Media Presence

These guidelines are tailored primarily to social networking sites, services and apps. This is not an all-inclusive list, but some examples include:

- Twitter (<http://www.twitter.com>)
- Vimeo (<https://vimeo.com/>)
- LinkedIn (<http://www.linkedin.com>)
- Flickr (<http://www.flickr.com/>)
- Facebook (<http://www.facebook.com>)
- YouTube (<http://www.youtube.com>)
- Hi5 (<http://hi5.com/friend/displayHomePage.do>)
- Snapchat (<https://www.snapchat.com/>)
- Instagram (<http://instagram.com>)
- Pinterest (<http://www.pinterest.com>)
- Blogging tools such as Tumblr or Reddit
- Any other district social media sites

Request Authorization

1. **Authorization** - District presence on any social media site, including school related accounts, such as clubs, teams, field trips, courses or other sites associated with the district or a district school must register with the Department of Communications and be authorized by the school principal or program director. Sites, accounts or pages existing without prior authorization will be subject to review, editing and removal.
District employees are the only individuals who can maintain or have administrator rights to an official school or district account. Students, parents or outside entities including parent teacher groups should not have access to official social media accounts.
To request permission for a district-related site, please utilize the online form at <http://stvra.in/socialmedia> and identify a “primary account owner monitoring and maintenance of the website or account, and a secondary account owner to serve as a backup on the specific account. Please note that for emergency purposes only, each district-affiliated site or social media account must add the principal or program director as an administrator. However, the site content owner and responsible administrator shall be responsible for monitoring and maintaining these sites and accounts.
2. **Foundation, PTO and PTA Sites** - Authorized school websites shall maintain a clear separation from the website of their school foundation or parent-teacher group. However, a link to the school foundation or parent-teacher group website is permissible. Principals may direct certain aspects of foundation and PTA websites, including, but not limited to, directing that district policies regarding fundraisers and fees be properly reflected on the website.
3. **District Logo** - The use of St. Vrain Valley Schools logo(s) on a social media site must be approved by the Communications Department. For approved logo use, follow St. Vrain Valley Schools Logo Guidelines established by the Communications Department. You will be required to upload your profile image and background photos for approval when registering your account.
4. **General District Sites and Accounts** - The district’s general social media sites, including, but not limited to, the district’s LinkedIn Company Page, Twitter, Vimeo and any future accounts, will be managed by the Communications Department. Duplicate, unofficial sites shall be reported and investigated.
5. **Sponsors and Advertising** - Sponsor logos that are consistent with Board Policy KHB and KHB-R are permissible on district-related websites and social media accounts with the prior approval of the Communications Department. Advertising for third-party events or activities unassociated with official district business is strictly prohibited.

6. Content Disclaimer - Any approved official presence on social media sites outside of those created and monitored by the district's Communications Department shall include the following text:

While we are affiliated with St. Vrain Valley Schools and [School], comments made on this account are our own and not that of the district or the school. If you would like to review our social media policy please visit this webpage: <http://svvsd.org/socialmedia>

Maintenance and Monitoring Responsibilities

Content Owners are responsible for monitoring and maintaining official presences on social media sites as follows:

1. Content must conform to all applicable state and federal laws, as well as all district and board policies and administrative procedures.
2. Content must be kept current and accurate following St. Vrain Valley Schools [Responsible Use Guidelines for Technology, Access and Digital Communications](#) established by the Board of Education.
3. Content must not violate copyright or intellectual property laws and the content owner must secure the express consent of all involved parties for the right to distribute or publish recordings, photos, images, video, text, slideshow presentations, artwork or any other materials.
4. Before posting any photographs of students, content owners shall review the list of students whose parents have not consented to having their child's photograph taken or published. No student photographs should be published for personal use or any other non-school related purpose.
5. All postings and comments by users are monitored and responded to as necessary on a regular basis. Postings and comments of an inappropriate nature, or containing information unrelated to official or district business, should be deleted promptly.

Off-Campus versus On-Campus Social Media and Internet Use Guidelines

Although staff members enjoy free speech rights guaranteed by the First Amendment to the United States Constitution, certain types of communication, typically by virtue of their subject-matter connection to campus, may relate enough to school to have ramifications for the author or subject at the district site.

When using district technology, electronic communication is governed by the Staff Responsible Use of Internet and Electronic Communications Policy GBEE and its regulations and exhibits, which will be enforced accordingly. Students and staff should not expect privacy in the contents of their personal files on the district's Internet system or other district technology, including email. District technology may only be used for educational purposes. Use for entertainment purposes, such as personal blogging, instant messaging, online shopping or gaming is not allowed. The use of district technology is a privilege, not a right.

Use of personal technology/devices may violate the district's responsible use policy if the district reasonably believes the conduct or speech will cause actual, material disruption of school activities or a staff member's ability to perform his or her job duties.

Off-campus Internet usage is largely unrelated to school; however, in certain circumstances, courts have held that the off-campus online communications may be connected enough to campus to result in either student or staff-member discipline.

This section of the guidelines is intended to present to district staff members examples of such situations, and guidelines for responsible, ethical Internet use.

1. Staff Use of Personal Technology

- a. **Limit On-Duty Use** – Staff members are encouraged to limit their personal technology and social media use during duty hours. Use of technology and social media for personal reasons for non-district business should be limited to off-duty time and designated breaks.
- b. **Work/Personal Distinction** – Staff members are encouraged to maintain a clear distinction between their personal social media use and any district-related social media sites.
- c. **Student Photographs** – Absent parent permission for the particular purpose, staff members may not send, share or post pictures, text messages, emails or other material that personally-identifies district students in electronic or any other form of personal technology. Staff members may not use images of students, emails or other personally identifiable student information for personal gain or profit.
- d. **Professional Effectiveness** - District employees must be mindful that any Internet information is ultimately accessible to the world. To avoid jeopardizing their professional effectiveness, employees are encouraged to familiarize themselves with the privacy policies, settings and protections on any social networking websites to which they choose to subscribe and be aware that information posted online, despite privacy protections, is easily and often reported to administrators or exposed to district students.
- e. **Responsible Online Identity Monitoring** – Employees are encouraged to monitor their 'online identity,' by performing search engine research on a routine basis in order to prevent their online profiles from being fraudulently compromised or simply to track information posted about them online. Often, if there is unwanted information posted about the employee online, that employee can contact the site administrator in order to request its removal.
- f. **Friending District Students** – In order to maintain professional boundaries, employees should limit online interactions with students on social networking sites outside of those forums dedicated to academic use. District employees' social networking profiles and personal blogs should not be linked to district students' online profiles. Additionally, district employees should use appropriate discretion when using social networks for personal communications and should

limit this activity to off-duty hours and the use of their own electronic communication devices.

- g. **Friending coworkers** – Friending coworkers is an opportunity to build relationships and share positive stories. Employees should be thoughtful of friending employees or who they evaluate and/or assess as well as accepting friend requests from direct reports.
- h. **Contacting Students Off-Hours** – When in doubt about contacting a district student during off-duty hours using either district-owned communication devices, network services and Internet access route or those of the employee, begin by contacting the student's parent(s) or legal guardian through their district registered phone number. District employees should only contact district students for educational purposes and must never disclose confidential information possessed by the employee by virtue of his or her district employment.

Because online content can be spread in mere seconds to a mass audience, the district encourages employees to ask themselves before posting any information online whether they would be comfortable having this information printed in the newspaper alongside their photo. If you would not bring it into the classroom or work, do not post it online.

Board Policy References

GBEE- Staff Responsible Use of the Internet and Electronic Communications

GBEE-R Staff Responsible Use of the Internet and Electronic Guidelines

GBEE-E-1 Staff Responsible Use of the Internet and Electronic Communications Agreement

GBEE-E-2 Non-Staff Responsible Use of the Internet and Electronic Communications Agreement