



7305.1: DISTRICT INTERNET WEB PAGES AND SOCIAL MEDIA SITES

I. Definitions

A. Social Media - is the collective of online communications channels dedicated to community- based input, online interaction, content sharing, and collaboration (e.g., websites and applications dedicated to [forums](#), [blogging](#), [social networking](#) , and [social curation](#)).

B. Approved Social Media Site – All social media sites must be approved by the Executive Director of Technology for technical requirements and compliance issues. In addition, approved social media sites must have been reviewed and approved by the Director of Communications and/or have been approved by the Associate Superintendent for Educational Services for use in student learning activities and teacher-parent-student communications about learning. .

C. Professional Responsibility – The employee may use District approved social media sites to support communication and/or instruction. Professional responsibility occurs when there is the presentation of oneself as a representative of the District or employee thereof, whose activities are job related and is subject to the District’s policies, rules, procedures, and guidelines.

D. Personal Responsibility – the presentation of oneself in a manner that is outside professional responsibility in all comments, posting, etc. Personal responsibility encompasses that which is not job related.

II. Accountability

A. District employees who utilize web or social media sites in pursuit of their professional responsibilities are subject to the District’s Code of Ethics (Policy 4155 and Rule 4155.1).

B. Each staff member who creates a web page or any part of a web page or supervises the creation of a web page or uses an approved social media site or any part of an approved social media site or supervises the creation of an approved social media site is responsible for the content and must inform the Superintendent/designee or Principal/designee of the existence and the intent/purpose of the page prior to such web site or approved social media site being accessible on the Internet. This includes student-produced web pages and social media content.

C. Each web page or approved social media author or contributing web page and approved social media site author shall assume professional responsibility for the information being educationally appropriate, current, accurate (including having correct spelling and grammar), and adhering to District policies and rules. This includes students who author or contribute to the creation of a web page or approved social media site.

D. All District or building web pages and approved social media sites shall have a staff member who shall monitor and be responsible for approving the content of the information, which is accessible on each web and approved social media site.

E. The content of the information shall be in compliance with the District’s policies and rules including, but not

limited to, the standards, criteria, and limitations of District Policies and Rules 1115.1(I), 1306.1, 3150.1, 4001, 4145.1, 4155.1, 4156.1, 5010, 5020, 5300.3, 5400.6, 5510.1(I), 5800.1, 6002, 6265, 6605.1(I), 7100.1, and 7310.1, which are incorporated herein.

F. Guidelines for web pages and the use of approved social media sites shall be established by the Superintendent or designee and shall be available to staff..

III. Professional Responsibility and Personal Responsibility

A. Professional Responsibility. When using District web pages and/or approved social media sites, staff may not engage in the following:

1. Simultaneously identify oneself as a District employee and send, solicit, or display materials that are offensive, including sexually oriented material, graphic depictions of violence, or material that offends or harasses on the basis of race, color, religion, national origin, gender, marital status, disability, or age.

2. Unprofessional communication that could negatively impact the District's reputation or interfere with the District's core mission, or unprofessional/inappropriate communication regarding members of the District's community.

3. Acting as a representative of the District, or acting in a way that would infer that one is a District representative or acting for and on behalf of the District when not authorized to do so (e.g., contacting the media or government officials with District e-mail, responding to complaints or questions about District business on Internet discussion groups, etc.).

4. Sending, receiving, printing or otherwise disseminating proprietary data, trade secrets or other confidential information in violation of District policy, proprietary agreements or other contractual terms. Using District-owned data or work product for personal gain. Using District trademarks (e.g., name, logos), or branding without authorization from the Office of Communications.

5. Inappropriately sharing confidential information related to District business, including but not limited to, personnel actions, internal investigations, research material, or student information.

6. Any activity in violation of local, state, or federal law as it relates to the staff member's employment with the District, including, but not limited to, defamatory remarks; destruction of District data or equipment; or accessing or sharing information in violation of HIPAA, FERPA, CIPA, or COPPA. This includes any activity that would cause the District to not be in compliance with state or federal law.

7. Any activity in violation of District policies and rules, including, but not limited to the standards, criteria, and limitations of District Policies and Rules 1115.1(I), 1306.1, 3150.1, 4001, 4145.1, 4155.1, 4156.1, 5010, 5020, 5300.3, 5400.6, 5510.1(I), 5800.1, 6002, 6265, 6605.1(I), 7100.1, and 7310.1, which are incorporated herein.

B. Personal Responsibility. When using non-District web pages and/or personal social media sites outside of the duties as a staff member of the District, staff should consider the following:

- 1. For certificated staff, the District's Code of Ethics and the State Standards of Professional Practice are applicable.**
- 2. District staff are responsible for all matters which they post or publish.**
- 3. All matters which may be posted or published, including photographs, should reflect high standards of professionalism and professional discretion, and should not negatively or adversely impact relations with students, parents, other staff, or the community.**
- 4. Staff should not "friend" students or parents on their personal Facebook pages until the student has been graduated from the District for a least one year.**

IV. Privacy

A. All reasonable steps shall be taken to insure that the use of the Internet or approved social media sites shall not abridge the right of privacy of students or staff as provided by law, including but not limited to FERPA, HIPAA, CIPA, and COPPA.

B. Staff may publish student photographs and first names (except for those students who have a Letter of Directory Information on file). Exceptions beyond first names may be made by the Superintendent or their designee, or the Principal or their designee, for other identifying information when special circumstances dictate (e.g., athletic contests, special achievements, student recognitions).

C. Group and individual photographs may be published without permission if names are not used.

D. Student Directory Information (as described below) may be made available on District web pages in compliance with the District's policies and rules. Directory information appropriate for the web includes the following:

- 1. First and last name ;**
- 2. Current grade level;**
- 3. Participation in officially recognized activities and sports;**
- 4. Weight and height of members of athletic teams;**
- 5. Degrees and awards received; and**

6. Photographs

V. Project PAYBAC Partners, PTO/PTA Organizations, and Booster Clubs

A. Project PAYBAC partners, PTO/PTA organizations, and Booster Clubs may be identified as supporters of the District.

B. There shall be no web links to commercial web sites that are of a promotional nature except as approved by the Superintendent or designee.

C. District or building web sites may contain links to governmental agencies, District affiliated organizations which were organized and exist for the sole purpose of supporting the District's educational and extracurricular programs, other educational institutions, public libraries, and public museums.

VI. Fundraising Activities

A. Information about school-related fundraising activities can be published including information about the product, the name of the sponsor and/or telephone number.

B. There shall be no on-line purchasing and such use of the District's computers is strictly prohibited unless authorized by the Superintendent or designee.

C. District and building websites shall not facilitate online purchasing unless authorized by the Superintendent or designee.

VII. Interactive Use

A. District e-mail addresses of staff and Board members are allowed to be published.

B. When District e-mail addresses are published, the following disclaimer should appear on that page: "These e-mail addresses are for use by staff, students, and parents relating to school business only. Solicitation is prohibited."

C. Individual student's e-mail addresses may be disseminated but must be protected by a unique password for each student on servers as identified in Section VIII.

VIII. Where Information Resides

A. All digital information shall be accessible to the Internet on District-controlled servers or District-controlled cloud based services under the District's domain name approved by the Superintendent or designee.

B. All District policies and rules apply regardless of where the web sites reside.

IX. Not an Open or Public Forum

A. The District does not by this Rule create or establish an open or public forum and reserves the sole and absolute right to determine the acceptable District web pages and approved social media sites.

B. The District reserves the right to monitor, review, and audit the use of District web pages and approved social media sites. The District further reserves the right to search District web pages and approved social media sites as part of any investigation into unauthorized use or prohibited or illegal conduct.

X. Violations of this Rule may result in disciplinary action.

Date of Adoption

July 17, 2000

Date of Revision

September 10, 2001

May 2, 2005

October 6, 2008

May 21, 2012

October 1, 2012

Related Policies and Rules

[1115: Advertising](#)

[1306.1: Political Activity](#)

[5510.1: Freedom of Expression](#)

[5710: Access to Student Records](#)

[5800.1: Compliance with Applicable Law and Use of District Computers](#)

[5800.3: Access to Student Records](#)

[6605.1: Journalism](#)

[7100: Use of District Technology](#)

[7100.1: Compliance with Applicable Law](#)

[7100.2: Right of Access](#)

[7100.3: Access to Student and/or Personnel Records](#)

[7305: Web and Social Media Publishing](#)

[7310: Internet Safety - Filtering](#)

[7310.1: Internet Safety - Filtering](#)