

DISTRICT USE OF SOCIAL MEDIA

The official District website serves as the primary authorized Internet-based presence of the School Board and District for the electronic posting and provision of public information about the Board and the District.

As a secondary resource for electronically providing routine public information about the District, the District Administrator or his/her designee may approve the establishment of one or more District accounts through third-party electronic social media applications (e.g., Twitter, Facebook). Any such account(s) shall be maintained in a manner consistent with the provisions outlined in this policy, the District's Social Media Handbook, other applicable school district policies and any other rules that the District Administrator or his/her designee(s) may establish.

General District Use of Social Media

The primary purpose of any District social media account established pursuant to this policy shall be the communication of information from and about the District to school families and the larger community, including communications issued for public relations purposes.

At the discretion of the District Administrator or his/her designee and consistent with other related District policies, the District may choose to use its social media account(s) to include District announcements of the activities and accomplishments of any groups that have been organized primarily to support a school-related purpose, such as parent-teacher organizations and booster clubs, provided that the same standards apply to all such groups when similarly situated. The District may also choose to include announcements regarding activities, events, and accomplishments of community groups and partners that support positive school-community relationships. The non-school events, activities, or accomplishments of third-party groups or organizations that are not organized primarily to support a school-related purpose shall not be advertised or promoted through any District social media account(s).

A District-sponsored social media account established through this policy shall not be relied upon to establish compliance with the requirements for giving public notice of Board meetings or the meetings of other governmental bodies that fall under the purview of the Board or District, or for providing other legal notices required of the District, except as specifically authorized by law. Any such notices that may be provided through a District-sponsored social media account shall be considered supplemental in nature.

Prior to approving the establishment and use of any District-sponsored electronic social media account under this policy, the District Administrator or his/her designee shall ensure that there is a plan in place for managing the records created or maintained through the account in compliance with state law.

Limitations on District Use of Social Media

1. Confidential or proprietary information of the District, its students, or employees or that which is protected by data privacy or other confidentiality laws may not be disclosed on District social media sites. Confidential information is to be protected at all times and may only be disclosed pursuant to District policies or applicable laws and regulations. Accordingly, no electronic communication, including but not limited to text messages, blogs, or social network postings, may contain any confidential information. If a District employee believes that confidential information may have been inappropriately revealed, he/she is required to notify his/her building principal or supervisor immediately and no later than 24 hours after becoming aware of the situation.

2. To the extent consistent with state and federal laws, District policies and notices regarding the disclosure of student directory data and other student records, photos of individually-identifiable students engaged in school-related activities may be posted or displayed through a District-sponsored social media account similar to photos posted on District Web pages. At the elementary and middle school level, only student first names may be associated with the photo. At the high school level both first and last names may be used. Staff shall be informed of the names of students whose parents/guardians have informed the District that their child/children's photo(s) or other designated student directory data not be disclosed without the parent or guardian's prior consent and shall be expected to comply with such non-disclosure directives.
3. To the extent any social media application allows the account holder to offer a public posting, public reply, or other public messaging option to users other than the account holder (i.e., a feature in which comments or other information can be posted by non-District users and displayed through the account for access by other public users), and such a feature is enabled, a statement shall be included that notifies a person posting on the site, that the District has sole discretion to remove anything inappropriate, offensive, not pertaining directly to the District's purpose for establishing the social media account, or that is not beneficial to student learning.
4. The following content shall not be allowed to be posted on or communicated via District-sponsored social media accounts:
 - Profane, libelous or obscene language or content;
 - Content that promotes, fosters or perpetuates discrimination, including discrimination on the basis of race, color, national origin, age, religion, gender, marital status, disability, sexual orientation, or other protected status;
 - Sexual content or links to sexual content;
 - Solicitation of commerce unrelated to a school or District-sponsored activity;
 - Conduct or encouragement of illegal activity;
 - Information that could compromise the safety or security of the District, staff, or students in any way;
 - Communication that causes (or may cause) a disruption to the educational process or the proper and orderly operation of the schools; or
 - Any other inappropriate material, written or otherwise, as determined by the District Administrator or his/her designee.
5. Individuals who post, display or communicate information through District-sponsored social media accounts must adhere to copyright laws.

Except for District-sponsored social media accounts that have been approved pursuant to this policy, no District employee, member of the Board, or other person acting as an agent of the District shall establish any account, site, page, blog or other similar presence on a third-party website or on any other third-party electronic social media application that purports to represent, or that a member of the public would be likely to reasonably believe represents (e.g., due to the manner in which information is presented), an official or authorized account, site, page, blog or other similar presence of the full Board, the District, any District school, or any District-sponsored program or activity (e.g., athletic teams).

District employees are expected to comply with this policy, and other applicable District policies and rules, when using social media accounts. Noncompliance will result in disciplinary action, up to and including dismissal from employment.

LEGAL REF.: Sections 19.31 to 19.37 Wisconsin Statutes
 118.125
 995.55

Family Educational Rights and Privacy Act

CROSS REF.: 821.2-Rule, General Staff Use of Social Media Guidelines
 345.2, School-Home Communications about Student Learning
 347, Student Records
 363.2-Rule, District Acceptable Use/Internet Safety Rules
 526, Personnel Records
 771, Use and Duplication of Copyrighted Materials
 810, School-Community Relations
 821.1, Crisis Communication
 823, Access to Public Records
 824, Advocating a Referendum Position
 District Social Media Handbook
 Employee Handbook

APPROVED: August 31, 2015