

Pittsfield School District

**SCHOOL DISTRICT SOCIAL MEDIA WEBSITES**

The School Board recognizes the potential value of social media platforms in promoting community involvement and collaboration. The purpose of any official district social media platform shall be to further the district’s vision and mission, support student and staff learning, and enhance communication with students, parents/guardians, staff, and community members. As such, the superintendent or designee is authorized to approve social media websites and platforms in support of this purpose and within the guidelines of this policy.

Definitions. “Social media” means any online platform utilized for collaboration, interaction, and active participation including, but not limited to, social networking sites such as Facebook, Twitter, YouTube, LinkedIn, or blogs.

“Official district social media platform” is a site authorized by the superintendent or designee. Sites that have not been authorized by the superintendent or designee, but that contain content related to the district or comments on district operations, such as a site created by a parent-teacher organization, booster club, or other school-associated organization or a student’s or employee’s personal site, are not considered an official district social media platforms.

Privacy. The superintendent or designee will ensure that the privacy rights of students, parent/guardians, staff, Board members, and other individuals are protected on official district social media platforms.

The district will not require, compel, or request that any student provide his/her personal or private social media account information with relation to any district social media website.

Students, families, staff, and members of the public are hereby given notice that the district reserves the right to and will monitor all district social media websites. As such, there is no expectation of privacy for information posted on, sent to, or received by the district’s social media websites.

Copyright. The superintendent or designee shall ensure that copyright laws are not violated in the use of material on official district social media platforms.

Content and Content Limitations. Official district social media platforms shall be used only for their stated purposes and in a manner consistent with this policy and administrative rules. By creating these official sites and allowing for public comment, the Board does not intend to create a limited public forum or otherwise guarantee an individual’s right to free speech.

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Official district social media platforms may not contain content that is obscene, libelous, or so incites students as to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules, or substantial disruption of the school's orderly operation.

Staff or students who post prohibited content shall be subject to discipline in accordance with district policies and administrative rules.

**Establishment of Rules.** The superintendent or designee will establish administrative rules, guidelines, and protocols for official district social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and rules.

**Guidelines for Content.** The superintendent or designee shall ensure that official district social media platforms provide current information regarding district programs, activities, and operations, consistent with the goals and purposes of this policy and regulation. Official district social media platforms shall contain content that is appropriate for all audiences.

The superintendent or designee shall ensure that official district social media platforms are regularly monitored. Staff members responsible for monitoring content may remove posts based on viewpoint-neutral considerations, such as lack of relation to the site's purpose or violation of the district's policy, rules, or content guidelines.

**General Guidelines.** (1) The superintendent or designee reserves the right to remove posts that do not support the mission of the schools or the purpose of the page. If, after a notice, an individual continues to post material which requires removal, that individual will be removed / banned from the page.

(2) The main page of every district-sponsored social media website shall indicate the website as an "official page of the Pittsfield School District."

(3) All content on district pages must relate to education, curriculum, instruction, school-authorized activities and athletics, school or district news, or general information relative to the work, activities, and accomplishments of the district, students, and staff.

Adopted: June 14, 2018 (as Policy KDB)

Amended: January 17, 2019