School District Social Media Websites – Regulations

General Guidelines:

1. The Superintendent or designee reserve the right to remove and/or not post any comments at any time, for any reason. The District reserves the right to remove postings that:

   a. are abusive, defamatory, or obscene;

   b. are fraudulent, deceptive or misleading;

   c. target, disparage, or discriminate on the basis of ethnicity, race, religion, sexual preference, age, sex, or disability;

   d. contain spam, advertising, solicitations or include links to other sites;.

   e. contain confidential information;

   f. are in violation of any intellectual property right of another;

   g. are in violation of any law or regulation;

   h. violate any School District policy; or

   i. are otherwise offensive, graphically or in tone.

   j. contain complaints about District staff.

2. The main page of every District-sponsored social media site should indicate it is the "Official page of the Monroe School District."

3. Parent Permission is required before posting of student photographs in District-sponsored social media. Posting of photographs or videos of students in violation of any law or regulation is not permitted. Obscene images and videos will not be posted. Release by verified email address with phone or other oral confirmation is acceptable.

4. To the extent possible, the content posted on District-sponsored social media pages are preserved and archived using policies and procedures that are consistent with the District's records retention and disposal policies.

5. Endorsements of any product, cause, political party or political candidate are forbidden.

6. The District should make a reasonable effort to block followers who are deemed inappropriate if they can be seen by others viewing its Follower list.

7. The District will only follow other X (formally known as Twitter) feeds and/or send direct messages to other X accounts with objectives that are consistent with the educational mission of the District.

8. The District's X feed will be used for broadcasting purposes only. The District will not respond to a tweet via a "reply."

9. The District's Facebook page should be set up as a "business" page where followers may be permitted to post comments. The page administrator(s) is (are) authorized to block/remove followers and postings from the District's Facebook page where the posts and comments do not support the educational mission of the District.

10. All content on the District's Facebook page must relate to education, curriculum, instruction, school-authorized activities and athletics, school or district news or general information relating to work, activities and accomplishments of the District and its staff, as representatives of the District.

11. The privacy setting of the District's Facebook page are managed by the page administrator(s). All posting of comments on the District's Facebook page are at the discretion of the page administrator(s). The page administrator(s) reserve the right to remove or not post any comments at any time, for any reason.

12. The District should only associate with other Facebook groups with objectives that are consistent with the educational mission of the District.

13. The District's Facebook page is a means to connect to the public. Accordingly, the District will not use Facebook to send direct private messages to individuals.

Legal References:

Cross References:
EG
EHAB
KEE