

BEND-LA PINE SCHOOLS

Administrative School District No. 1

Deschutes County, Oregon

ADMINISTRATIVE POLICY

Name: Social Media Use & Expectations

Section: Personnel

Code: GCAB-AP

Bend-La Pine Schools recognizes that many staff, students, families and community members are active social media users. Social media is a tool to engage, collaborate, learn, and share in a modern learning environment. Social media can provide efficient and easy interaction with school families that enhances the community's ability to access information about the district and its programs, activities and events. The purpose of this policy is to facilitate the effective use of social media to further the educational goals of the district while ensuring proper safeguards. This policy applies to Bend-La Pine Schools employees, students, volunteers, contractors and other personnel acting in an official capacity on behalf of Bend-La Pine Schools when using social media for official district purposes, whether such occurs on officially sanctioned Bend-La Pine Schools social media sites or other sites.

This policy is intended to complement and not replace any existing policies, regulations or practices regarding the use of the district's internal technology networks, student information system, instructional technology, devices, e-mail and the internet that are in place.

Social Media

Social media includes many types of electronic communication where user-created content is shared collaboratively in an online environment where those users share opinions, knowledge, and information. Some examples of social media include:

- Blogs (i.e., Blogger, WordPress, etc.)
- Photo and video sharing sites (i.e., Google Photos, Hangouts, Instagram, Snap Chat, Vimeo, YouTube, TikTok, etc.)
- Social Bookmarking sites (i.e., Pinterest, Reddit, etc.)
- Social Networking sites (i.e., Facebook, Snap Chat, Twitter, LinkedIn, etc.)
- Chat Rooms: online tools that groups of people use for real-time conversations via messages (i.e., Hangouts Chat, WhatsApp, iMessage, Facebook Messenger, etc.)
- Forums: online sites to which users post comments or opinions on topics and can respond to posts (i.e., news sites, Twitter, etc.)
- District software tools such as Canvas, Student Vue, Teacher Vue Gradebook, Google Classroom, etc. that also incorporate social media functionality to support collaboration.

SOCIAL MEDIA ACCOUNT TYPES

There are three types of Social Media Accounts covered by this policy:

1. Personal Account (Non-School / Non-District)

A social media account, regardless of platform, that is operated by a school district employee, student, or parent/guardian for personal use, including personal professional development, is a Personal Account. A Personal Account is not regularly used to promote or communicate about district events or activities, or the activities of students. A Personal Account does not identify an individual as an employee of the district acting on behalf of the district.

2. School / District Related Account

A social media account, regardless of platform, that is operated by or on behalf of a volunteer, student, parent/guardian, alumnus, or other member of the public on behalf of a school or district related organization or group, including but not limited to a PTO, PTA, Booster Organization, Club Sports/Activities, Education Foundation, etc. is a School/District Related Account. School / District

Related Accounts are operated by volunteers as outlined above and not operated by district employees as a part of their primary employed function.

School / District Related Accounts are not operated or controlled by the district. These accounts are privately created, operated, and maintained, and are not actively monitored by the district. School / District Related Accounts may not use the district's logo unless given express written permission by the Superintendent or designee.

The district encourages the operators of all School / District Related Accounts to be good-faith ambassadors of the district, and to operate these social media accounts in a manner that represents the district in a positive manner.

3. School / District Sponsored Account

A social media account, regardless of platform, that is operated by or on behalf of a district employee, in their professional capacity, or on behalf of a school or district sponsored organization or group, that is designed to further the educational mission of the district by communicating with members of the district community and the general public is a School / District Sponsored Account.

School / District Sponsored Accounts must remain professional and consistent with the educational mission of the district at all times. The operators of School / District Sponsored Accounts are responsible for ensuring that content is accurate and stays current. Postings should be fact-checked and spell checked. Classroom accounts shall be managed as a School / District Sponsored Account and access should be limited to the students, parents/guardians and associated Bend-La Pine Schools employee of the specific classroom.

School / District Sponsored Accounts are owned by the district, and operated by district employees on behalf of the district. The site administrator or district level designee shall maintain a list of all School/District Sponsored Accounts, along with a list of credentials to access all such accounts. It is the responsibility of the individual who creates such account to report the account's credentials to their site administrator or district level designee.

School / District Sponsored Accounts - Approval, Creation and Oversight

All district employees or groups must use the Social Media Site Authorization Request Form to obtain the approval of their site administrator or district level designee prior to establishing a School / District Sponsored Account.

1. All School / District Accounts not associated with a school should have a reasonable relationship to the mission of the district and the function of the office or position creating the site.
2. All School / District Accounts, including all official (i.e., student council, clubs, etc.) student-led accounts must have an appointed supervising employee advisor ("Account Advisor") who is responsible for content. Account Advisors should be aware of the content on the Account, arrange for periodic monitoring of the account, and for the receipt and addressing of any complaints about the content of the site. Students and community members will not create a social media account without a school sponsored Account Advisor.
3. When possible, only district issued email addresses should be used when establishing School / District Sponsored Accounts.
4. The Superintendent or designee reserves the right to request to discontinue any School / District Sponsored Account if they believe it is in the best overall interest of the district, students and/or staff.
5. Accounts found to be established without approval may be deactivated.

District employees should consider their messages, audiences, and goals as well as their strategy for keeping information on School / District Sponsored Accounts up to date, accurate, and in the best interest of the district.

Content should be kept current and accurate. Employees maintaining active School / District Sponsored Accounts should respond to outside questions, comments or concerns, as appropriate. Inappropriate comments and incorrect information are subject to removal. If an employee encounters a situation while using social media that threatens to become antagonistic, the employee should disengage from the dialogue in a polite manner and seek the advice of a supervisor.

Posts on School / District Sponsored Accounts should protect district's voice by remaining professional in tone and in good taste. District employees should carefully consider the naming of pages or accounts, the selection of pictures or icons, compliance with district policy, regulation, state and federal laws with regard to student and employee confidentiality and the determination of content.

All School / District Sponsored Accounts shall operate as a limited public forum, where the public may comment publicly on the posts – subject to [Bend-La Pine Schools' Rules of Engagement](#).

Account Advisors, when possible, must have the profanity filter set to "Strong" on Facebook and Instagram and hide any inappropriate comments. Postings and comments of an inappropriate nature or containing information unrelated to official or district business must be reported and/or deleted promptly.

Operating as a limited public forum, School / District Sponsored Accounts are moderated and all comments are subject to review by the site administrator or district level designee. All School / District Sponsored Accounts shall include a link to the [Bend-La Pine Schools' Rules of Engagement](#).

Account Advisors for School / District Sponsored Accounts must notify their site administrator or district level designee of any changes to an account including but not limited to user name change, password update, etc. The Superintendent or designee reserves the right to suspend or terminate an Account or user access upon any violation of this policy.

Confidential and Proprietary Information

District employees will respect the privacy and confidentiality of student and staff information. Posts made to any social media sites by employees shall not include confidential or proprietary information about the district, its employees or students. Employees shall adhere to all applicable privacy and confidentiality policies and practices adopted by the district or as provided by state or federal law.

Personal information, including student names, locations, photographs, etc. should not be posted on any social media sites without informed consent from the student's parent/guardian.

School / District Sponsored Account Advisors may post photographs, videos, and live streams of students engaged in the educational process or at school-related events unless the student's parents/guardians have opted the student out of FERPA's directory information sharing, or if parents/guardians have declined to sign the district's Athletic / Activities Release Form. The Account Advisors of the School / District Sponsored Accounts are responsible for complying with this provision.

No student information should be posted if parents have opted-out of release of directory information pursuant to [JOA-AP: Directory Information](#), except for images of students taken at public events, such as sporting events or fine arts public performances. This includes, but is not limited to student work, individual and group photographs, videos featuring the student or other identifying information.

Acceptable and Prohibited Use

[Bend-La Pine Schools' Rules of Engagement](#) shall govern the use of all School / District Sponsored Accounts

General policies include:

In addition to the above, we expect participants to adhere to Facebook's Community Standards (<https://www.facebook.com/communitystandards>).

Our [insert the responsible party] reserve the right to remove any post/comment at any time. Repeat violators may be banned from using district pages.

Bend-La Pine Schools does not sponsor or endorse any content posted on School / District Sponsored Account sites by third-party users.

Personal Use vs. District Use

District employees should use appropriate discretion when using social media for personal communications. In accordance with law, an employee's use of social media should not cause actual, material disruption to district or school activities. Employees are encouraged to maintain a clear distinction between their personal social media use and any district sponsored or district related social media sites. Employees should remain mindful that the internet is ultimately accessible to the world. Employees are encouraged to familiarize themselves with the privacy policies, settings and protections on any personal social media sites to which they choose to subscribe. The district may review employee use of social media sites, especially when sites are accessed through district-provided technology resources. Employees should be aware that posting on websites, including social media sites, should not be presumed to be private.

Employees will adhere to guidance established in the following administrative policies and regulations:

- [GBC-AP: Staff Ethics](#)
- [GBC-AR: Staff Ethics](#)
- [GBG-AR: Staff Participation in Political Activities](#)
- [JHFF-AR: Maintaining Appropriate Staff / Student Boundaries](#)

Employees are permitted to use social media sites for incidental personal use and/or communications during work time provided that such use shall not interfere with or conflict with district business and that such use does not occur during student contact time. The district does not routinely monitor personal employees' social media accounts; however, the district may monitor accounts when brought to attention of the district and employees should be aware that all aspects of any individual's use of the district's technology-related equipment and resources, including any online activities that make use of district-provided internet access (including use on personal devices that access the district-provided internet) are subject to monitoring by district officials. Employees are subject to disciplinary action up to and including dismissal for using a personal electronic device in any manner that is illegal or violates the terms of this policy.

District Reference(s):

[EGAA-AR: Guidelines for Use of Copyrighted Materials](#)

[EHA-AP: Appropriate Uses of Technology Equipment, Infrastructure & Services](#)

[EHA-AR: Appropriate Uses of Technology](#)

[EHAA-AR: Administrator Responsibilities Related to Technology](#)

[EHAC-AR: Electronic Storage & Publishing on Web & Other Communication Media](#)

[EHAD-AR: District Web Services Guidelines](#)

[KI-AR: Advertising in District Facilities](#)

[KJA-AR: Materials Distribution](#)

[Bend-La Pine Schools' Rules of Engagement](#)

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