

No. 815-AR

UNITED
SCHOOL DISTRICT

ADMINISTRATIVE
REGULATION

815-AR SOCIAL MEDIA GUIDELINES

The United School District recognizes the use of social media as a way to connect with other staff, students, and stakeholders in an effort to share educational resources, create and curate educational content, and enhance communication between the District and community. While social networking is exciting and valuable, there are many risks to be considered when using these tools. In the world of social media, the lines are blurred between what is private or public, personal or professional.

The United School District has created the following guidelines for you to follow when representing the School District in the online world.

When representing United School District please:

Use good judgment

- Use good judgment in all situations
- Regardless of the privacy settings on the account, assume that all of the information you have shared is public information.
- Know and follow the Acceptable Use Policy

Be respectful

- Remember that you are representing not only yourself, but your group/organization/sport/etc., and United School District.
- Treat all others in a respectful, positive and considerate manner.

Be responsible and ethical

- Discuss only school-related matters that are within the responsibility of your group/organization/sport/etc.
- Do not speak on behalf of the School District on matters outside of your responsibility.

Be a good listener

- Be aware that one of the main benefits of social media is that it gives others another way to connect with you, ask questions, and share feedback.
- Be responsive to others when conversing online. Provide appropriate answers and thank people for their comments.
- Do not engage in negative conversations. If negative comments are found please report them to the Administration immediately.

Do not share confidential information

- Do not publish, post, or release any information that could be considered confidential or not public. If you feel like it *could* be confidential, it probably is.

Additional Guidelines:

Social media pages are to be utilized to promote school district functions and activities only.

Any school district employee can apply through the Social Media application located on the forms section on the district website and submit it to their building principal.

District administration must have the ability to administer all social media accounts. Any social media platform that cannot allow for multiple administrators will not be used.

Social media pages are to be maintained by district employees only. District provided email address shall be used to register for the social media page. No one other than the approved district employee shall maintain any district affiliated social media pages at any time.

If possible, social media pages should be set to disseminate information only. Comments and/or posts by students, parents, and/or the general public should not be permitted.

Pages should remain current during all athletic seasons and/or throughout the school year, whichever is applicable. Any page found not to be current may be required to be shut down.

The approved District employee is responsible for all content on the district affiliated social media page. The employee shall access the page a minimum of two-times per week to ensure that all content on the page is acceptable. If any questionable/suspicious activity is found the employee will contact administration immediately and remove said activity.