

DISTRICT USE OF SOCIAL MEDIA

Various forms of electronic communication can provide a unique platform for making the teaching and learning process more interactive. It is the Amery Board of Education's intention to encourage the use of social media in a way which will improve the environment of learning.

1. The School District of Amery's website (www.amerysd.k12.wi.us) will remain the District's primary internet presence.
2. All social media sites which are created by District staff members are subject to the approval by of the district's Director of IT and Director of Communications. Administrative access for all social media sites must be provided to the Director of IT and to the Director of Communications.
3. District and staff social media sites containing any of the following are prohibited:
 - a. Comments in support of or in opposition of political campaigns or ballot measures
 - b. Profane language or content
 - c. Content that promotes or fosters discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, sexual orientation, or sexual identity
 - d. Sexual content or links to sexual content
 - e. Solicitations of commerce
 - f. Conduct or encouragement of illegal activity
 - g. Information that may tend to compromise the safety or security of the District,
 - h. District systems, students and/or staff
 - i. Content that violates legal ownership interest of another party
 - j. Any inappropriate materials, written or otherwise
4. District social media sites are subject to Wisconsin open records law.
5. Persons/departments responsible for creating/maintaining a site will preserve records in accordance with established District records retention schedules.
6. For each social media tool approved for use by the District, the following documentation will be developed, adopted and distributed to staff:
 - a. Operational guidelines
 - b. Standards and processes for managing accounts on social media sites
 - c. District and departmental branding standards
 - d. District-wide design standards
 - e. Standards for administration of social media sites
7. No employee shall hold themselves out as representing the School Board or District as a whole in any technology-affiliated activity unless they have been expressly assigned that role by their supervisor. Staff members will receive consent from the District Administrator prior to creating any social media account intended to represent the School District of Amery. It is important to protect the District's brand, ensure certain brand standards and content guidelines are maintained, and ensure any new accounts fit overall communication and education standards established by the District.

8. The following guidelines are meant to create a cohesive and uniform presentation of the School District of Amery on Facebook.
 - a. Facebook may be used to create “pages” for various groups, teams, activities, sports, etc. that are affiliated with the District.
 - b. The staff member/advisor/coach/volunteer shall serve as the administrator of the page and shall abide by established District policies that address social media.
 - c. Each Facebook page that is created must have a link to either the home page of the District’s website or another relevant page on the District’s website.
 - d. The administrator of the Facebook page is responsible for archiving the contents of the page. Archiving includes comments, posts, pictures, etc.

CROSS REF: 522.4 – Staff Conduct/Code of Ethics
 529 – Staff Use of Social Media
 821 – School-sponsored Information Program
 823.1 – Retention/disposal of School District Records

APPROVED: April 19, 2011

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