

DISTRICT USE OF SOCIAL MEDIA

Various forms of electronic communication, such as social networks, blogs, WIKIs, etc., can provide a unique means of communication and education. It is the Amery Board of Education's intention to use these types of electronic communications as a way to further the goals of the District.

1. The School District of Amery's website (www.amerysd.k12.wi.us) will remain the District's primary internet presence. Content posted to the District's social media sites will also be available on the District's website and/or will include a link to the District's website.
2. All social media sites posted by District staff members will be subject to approval by the District Administrator and the District's IT Director. The District reserves the right to restrict or remove any content that is deemed in violation of Board policy or Wisconsin law.
 - a. Visitors and users of District-sponsored social media sites shall be notified that the intended purpose of the site is to serve as a form of communication between the District and the public.
 - b. Social media sites posted by District staff members will limit public interaction by restricting the public's involvement (i.e. limiting participation in Facebook to a "fan" type of status rather than a "friend" type of status).
 - c. Social media sites posted by District staff members will not permit others to identify any person included in photographs.
3. District and staff web pages, social media sites, articles and comments containing any of the following content will not be allowed:
 - a. Comments in support of or opposition to political campaigns or ballot measures;
 - b. Profane language or content
 - c. Content that promotes, fosters or perpetuates 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 or sexual orientation
 - 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, District systems, students or staff
 - h. Content that violates a legal ownership interest of another party
 - i. Any other inappropriate materials, written or otherwise
4. District social media sites are subject to the Wisconsin public records laws. The person or department responsible for creating/maintaining a site will ensure that content is available in an accessible format that is easily produced in response to a request for public records. Each site must state that all requests for public records must be directed to the District Administrator.
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 use 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 the administration of social media sites

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

ADOPTED: April 18, 2011