

Board Policy I-23: Websites and Social Media



REFERENCES

[Administrative Procedures for Board Policy I-23](#)

THE POLICY

The Salt Lake City School District Board of Education realizes that part of 21st century learning is adapting to the changing methods of communication. The importance of administrators, teachers, students, and parents engaging, collaborating, learning and sharing in digital environments is part of 21st century learning. To that end, the board requires the district and each school to have a website that provides timely and helpful information to students, staff, and the community. District and school websites are expected to provide easy access to information regarding district and school activities, and can also include access to educational resources which directly support the curriculum, activities, or services of the school. Careful planning and consideration should go into the design, development, and maintenance of any website that represents the district. All website content must comply with applicable state and federal laws, board policies, and district administrative procedures.

The board understands the value of social media and the benefits offered by digital communication devices for providing quick and easy interaction among peers, students, families, and the community at large. The board expects all employees to exercise professionalism and good judgment in any social media activities. When participating in social media activities, even off duty and off premises, such activities must not violate any state or federal laws, board policies, or otherwise interfere with the working or learning environment. Social media activities must comply with all applicable laws including, but not limited to, anti-discrimination, anti-harassment, copyright, trademark, defamation, privacy, securities, and any other applicable laws and regulations.

The purpose of this policy is to help ensure that the district is effectively communicating with patrons, employees, students, parents, and the community at large.

The district will set forth its specific processes for implementing this board policy through the accompanying [administrative procedures](#).