

SOCIAL MEDIA MONITORING

The purpose of social media pages (Facebook, Twitter, et al.) is to share information about the Indian River School District and its schools. Postings may highlight the accomplishments of students and staff, promote upcoming meetings and events, and announce weather-related school closings and delays. The district welcomes comments, questions and concerns from the public on social media postings. Comments will be monitored by school and district officials and every effort will be made to reply in a timely manner to private messages sent through social media.

The district and its schools will remove social media comments that:

- Contain vulgar or inappropriate language;
- Contain vulgar or inappropriate images;
- Include personal attacks on students, staff or community members;
- Promote discrimination on the basis of race, color, national origin, sex, gender, creed, religion, veteran status, sexual orientation, marital status, citizenship status, pregnancy, age, ancestry, disability, gender identity, genetic information, military status or any other characteristic protected by law;
- Include spam or links to inappropriate or irrelevant websites;
- Advocate or promote illegal activity;
- Promote services, products or political organizations;
- Infringe on copyrights or trademarks;
- Include personally identifiable protected student information.

The district and its schools reserve the right to ban users from social media pages for single or repeated violations of the above provisions. Additionally, the district and its schools may remove comment “threads” in which users have posted personal attacks against each other or have shared information that is grossly inaccurate or clearly off-topic.

This policy shall govern all district and school social media pages.

Adopted 6/25/18
Revised 6/27/22