

SOCIAL MEDIA PROCEDURE

The South Kitsap School District Communications & Community Relations Department will own and regularly maintain and monitor District-level social media accounts on third-party social-media sites. Any school or staff accounts used for District-related business must be approved by a principal or program administrator. Usernames and passwords, as well as updates to either, must be registered with the Community Relations Department. Social media is not intended to be used for policy decisions or items of legal and fiscal significance that have not been previously released to the public. Posting content via social media does not constitute giving official notice to the District, and all such notices or related inquiries should be directed to the appropriate program within the District.

All staff members shall adhere to applicable Professional Code of Conduct laws, Digital Resources Policy 2022 and Procedure 2022P whenever using District computers or networks to access third-party social-media sites or whenever conducting job-related (and therefore public) activity on social-media sites. All students shall adhere to Policy 2022, Procedure 2022P and the User Release Form 2022-F1 whenever using District computers or networks to access third-party social-media sites, regardless of their purposes in doing so.

Professional Use

Those participating in social media for professional purposes should use the same considerations used when communicating with others face-to-face in a professional setting, as well as respect the purposes and conventions of the online community in which they participate. Note that under Washington state law, employees of the South Kitsap School District also are responsible for their professional code of conduct and obligations as government and school employees whenever they act within their professional capacity. This includes obligations to maintain and disclose public records when required.

Additionally, staff members should maintain professional staff and student boundaries consistent with Policy 5253 and Procedure 5253P and refrain from using personal web pages, email accounts, social networks, other electronic media or private messaging capabilities of any social media to communicate directly with currently enrolled students.

User-generated Content

The District's use of social media is limited to promoting the mission and goals of the District. While the District may choose to allow user-generated content 4026P Page 2 of 2 on its social-media sites, by doing so the District does not intend to create an open public forum for speech. Nor does the District express approval or support for the views expressed by third-parties that appear on its social-media sites. The District reserves the right to remove inappropriate comments posted on social media it has created or owns and remove comments that are not relevant to the topic of the specific forum. Inappropriate comments include content that has obscene language or sexual content, threatens or defames any person or organization, violates the legal ownership interest of another party, supports or opposes political candidates or ballot propositions, promotes illegal activity, promotes commercial services or products, or 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. The District will not, however, remove otherwise permissible comments based on the user's viewpoint on a topic or issue raised by the District. Any content posted to District created or owned sites may be subject to public disclosure under the Washington State Public Records Act, ch. 42.56 RCW.

The District will post notice on its social media sites, where possible, and on its website, indicating the circumstances under which user-generated content will be removed. The District will also post, where feasible, notice on its social media sites alerting users that all content related to District business on the site is a public record, and is therefore subject to applicable retention and disclosure requirements. Social media content shall be preserved in accord with the applicable retention schedule, and in a format that preserves the integrity of the original record and remains accessible. This policy applies to third-party hosted and internal social-media tools that the District chooses to utilize. This also includes social-media tools that are hosted on District servers or networks, which are not accessible by the public.

Violation of any of the conditions explained in the Social Media Policy and Procedure by District students could be cause for disciplinary action, including suspension or expulsion from school, and/or suspension or revocation of network and computer access privileges.

Social Media Records Retention

Social media sites are subject to the Washington Public Records Act. Any content produced or maintained on a District social media site, including communication posted by SKSD and communication received from citizens, is a public record.

The department maintaining a site shall preserve records pursuant to the relevant records retention schedule in a format that preserves the integrity of the original record and is easily producible.

Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e. ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- Each employee who administers one or more social networking sites on behalf of the District has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.

South Kitsap School District utilizes an automated archiving solution tool to comply with applicable public records law and fulfill the above record retention requirements.

Registering a New Page for Retention

All South Kitsap School District social media sites shall be (1) approved by the Communications & Community Relations Department, (2) published using approved social networking platform and tools, (3) administered by the contact or their designee, and (4) archived using District-approved tools.

Deregistering an Existing Page

If a social media page is no longer of use, (1) notify Communications & Community Relations Department, (2) ensure records have been archived according to District guidelines, (3) unpublish and delete page.

Disciplinary Action

Violation of any of the conditions explained in the Social Media Policy and Procedures by District employees could be cause for disciplinary action, up to and including termination of employment.

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