



Rochester Community Schools - Community Guidelines for Social Media

Rochester Community Schools maintains multiple social media sites to extend community engagement, distribute district information, and share about the accomplishments, news and events of our students, staff and community partnerships.

Rochester Community Schools maintains the following social media sites:

- Facebook: @RochesterCommunitySchools
- Twitter: @rochcommschools
- Instagram: @rochesterschoolsmi
- LinkedIn: Rochester Community Schools

RCS is committed to providing a caring and supportive learning environment so all members of our school community are safe, valued, and respected. In the event of an emergency, such as inclement weather or a crisis, district messages are first shared through the SchoolMessenger notification system, which may include email, phone and/or text messages. Messaging will be shared on the district webpage and social media sites for further dissemination and awareness.

Digital communication (including social networking) provides educational and other opportunities for students, staff and the community. The district expects that all stakeholders who engage in digital communication will do so in a reasonable and appropriate manner. Specifically, digital communication should be professional in content, tone and demeanor.

The district's social media, to the extent it is open to the public for use, collectively constitutes a limited public forum. All comments and postings on district social media are subject to monitoring and, where permitted, removal by the district.

Public posts or comments on district social media must address district business and, where applicable, the particular district business under discussion. The district reserves the right to remove comments or postings by members of the public when the district determines that the content (including links to such content) falls under any of the following prohibited categories:

- Off-topic (e.g., a post unrelated to district business, a comment to a district-related post that is unrelated to the post, spam, content that is incoherent or contains a virus, etc.)
- Abusive (e.g., threatening, harassing, discriminatory against protected classes, personal attacks, etc.)
- Illegal (e.g., defamation, promotion of violence/destruction or illegal activities, etc.)
- Obscenity, vulgarity, profanity, or sexually explicit or pornographic

- Campaigning, whether in support of or opposition to political campaigns, candidates, or ballot measures
- Content that may compromise the safety or security of the district, its community, or members of the public
- Content that contains personal identifying information or sensitive personal information (e.g., doxing)
- Content that contains links to other websites, photographs, videos, audio or graphics
- Commercial information (e.g., solicitation, advertisement, product/service endorsement, etc.)
- Copyrighted, trademarked, or otherwise legally protected content, the posting of which violates another's ownership interest

Users who repeatedly or egregiously violate the content-related guidelines in this policy may be banned from posting and/or commenting on the district's social media (e.g., multiple off-topic posts or a single instance of posting a link to a pornographic video).

As a responsible listener, Rochester Community Schools reserves the right to report threatening or unlawful social media activity to public safety authorities for appropriate action. When possible, community member inquiries or requests for additional information or follow-up will be shared by social media site administrators with appropriate contacts in the district.

Social media is not the primary tool for sharing feedback with the district. Communications shared through social media do not constitute a legal or official notice to Rochester Community Schools. Formal communications with district administration and the Board of Education can be shared using the [Talk to RCS](#) feature or the [Contact the Board link](#) on the website at www.rochester.k12.mi.us.