

HAMPTON TOWNSHIP SCHOOL DISTRICT

SECTION: OPERATIONS

TITLE: SOCIAL MEDIA

ADOPTED: May 11, 2020

REVISED:

<p>1. Purpose</p>	<p>The purpose of this policy is to ensure the orderly operation of the District’s schools by establishing standards for the operation of school district social media accounts and personal social media accounts, and to differentiate between personal and third party social media accounts and those accounts controlled by the District.</p>
<p>2. Authority</p>	<p>The Superintendent shall develop procedures to implement this policy, and may delegate to his/her designee(s) the right to enforce this policy.</p>
<p>3. Definitions</p>	<p>Discriminatory or Harassing Comments are comments or imagery that attack or mock an individual due to his/her real or perceived race, color, national origin/ethnicity, gender, age, disability, sexual orientation or religion.</p> <p>Limited Public Forum is a government operated location where the public may comment and post online, subject to viewpoint neutral guidelines.</p> <p>Non-public Forum is a government operated location where the public may not comment or post online; free expression by the public is restricted regardless of message or viewpoint.</p> <p>Personal Social Media Accounts are social media accounts, regardless of platform, that are operated by a school district employee or school board member for his/her personal use, including personal professional development. A personal account typically is not regularly used to promote or communicate about school district events or activities, or the activities of students. However, regardless of whether a social media account is used in whole or in part to promote or communicate about school district events or activities or the events of students, a social media account operated by a district employee or board member for which the operator has not provided the Director of Technology with the credentials needed to access the account, is thereby not owned by the District, is not operated on behalf of the District, and is defined as a personal social media account.</p> <p>School District Social Media Accounts are social media accounts, regardless of platform, that are operated by a school district employee or school board member in his/her professional capacity, and that are designed to further the educational mission of the school district communicating with members of the school district community and general public.</p>

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<p>Policy 815</p> <p>4. Guidelines</p> <p>U.S. Const. Amend. I</p> <p>22Pa.Code § 235.9</p>	<p>Third Party Social Media Account is a social media account, regardless of platform, that is operated by a volunteer, student, parent, alumnus, or other member of the public on behalf of a club, foundation, sports team, or other extracurricular group affiliated with the school district. Third party social media accounts are not operated by school district employees or school board members.</p> <p>If any social media post is published using school district technology resources, including computing devices, mobile devices, and networks, the District’s acceptable use policy also applies and is hereby incorporated by reference.</p> <p><u>School District Social Media Accounts</u></p> <p>School district social media accounts must remain professional, and consistent with the educational mission of the school district at all times. The operators of school district social media accounts are responsible for the content on the social media accounts that they manage.</p> <p><u>Account Ownership</u></p> <p>School district social media accounts are owned by the District, and operated by school district employees or school board members on behalf of the District. The Director of Technology shall maintain a list of all social media accounts operated by the District, along with a list of credentials to access the accounts. The District may access, suspend, terminate and/or make changes to any school district social media account for any reason and without prior or subsequent notice to the operator.</p> <p><u>Photos, Videos, and Livestreams of Students</u></p> <p>School district social media account operators may post photographs, videos, and livestreams of students engaged in the educational process or at school-related events unless the student’s parents have opted the student out of FERPA’s directory information sharing, or unless the posting conflicts with other policies or laws. The operators of school district social media accounts are responsible for complying with this provision.</p> <p><u>Public Comments</u></p> <p>All school district social media accounts shall operate as either a non-public forum (where the public may not comment on the District’s posts), or as a limited public forum, where the public may comment publicly on the District’s posts – subject to certain guidelines which shall be posted on the account. Whether a social media account is operated as a non-public forum or limited public forum shall be determined by the Board.</p> <p><u>Tagging</u></p> <p>School district social media account operators may tag the social media accounts of educational applications, products, and services, so long as the District and its employees do not receive financial or other tangible compensation for the tag.</p>
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<p>28 C.F.R. § 35.160</p>	<p>School district social media account operators shall not tag individual students using their social media usernames or handles, but may tag other adult, non-student members of the school district community.</p> <p><u>Accessibility</u> All content posted to school district social media accounts shall be accessible to individuals with disabilities as it is to non-disabled individuals. The Director of Technology or his/her designee shall ensure that all individuals operating school district social media accounts receive training on social media accessibility.</p> <p><u>Copyright</u> The copyright for all content posted to school district social media accounts must be either owned by the District, licensed by the copyright owner, or not subject to copyright protection. The operator of a school district social media account is responsible for ensuring compliance with this provision.</p> <p><u>Retweets/Reposts</u> School district social media accounts may highlight social media posts by others by retweeting or reposting their messages, so long as the retweet/repost follows these guidelines.</p>
<p>22 Pa Code §235 et seq.</p> <p>24 P.S. §§2070.1 et seq.</p> <p>20 U.S.C. § 1232g; 34 C.F.R. Part 99</p>	<p><u>Personal Social Media Accounts</u></p> <p>School district employees may not use personal social media accounts to communicate privately (via direct message or private chat) with students concerning school business. Additionally, school district employees may not use the District’s logo on their personal social media accounts, unless given expressed written permission by the Superintendent.</p> <p>School district employees are encouraged to exercise extreme caution before communicating with students via social media. Such electronic communication may cross professional boundaries in violation of the Pennsylvania Code of Professional Practice and Conduct for Educators, and the Educator Discipline Act. School district employees are urged to maintain strict professional boundaries on social media, and to protect against even the appearance of impropriety.</p> <p>School district employees and board members shall not post personally identifiable and otherwise confidential information from educational records on any social media accounts. Personally identifiable information includes information that could indirectly identify a student through linkages with other information.</p> <p>School district employees are strongly encouraged to utilize privacy settings on personal social media accounts to ensure that a professional boundary is maintained between the employee and students and parents.</p>

<p>24 P.S. § 11-1122</p> <p><i>Pickering v. Board of Education</i>, 391 U.S. 563 (1968)</p>	<p>The District does not actively monitor personal social media accounts for its employees. Nonetheless, should the District administration or school board’s attention be brought to a personal social media post that demonstrates insubordination, immorality, cruelty, unlawful discrimination, other unlawful act(s), or that impedes the efficient and effective operation of the school district, the employee may be subject to disciplinary action.</p> <p><u>Third Party Social Media Accounts</u></p> <p>Third party social media accounts are not operated or controlled by the District. These accounts are privately created and maintained, and are not actively monitored by the District.</p> <p>Third party social media accounts may not use the District’s logo, unless given expressed written permission by the Superintendent.</p> <p>The District encourages the operators of all third party social media accounts to be good-faith ambassadors of the District, and to operate these private social media accounts in a manner that represents the District in a positive light.</p> <p><u>Consequences for Violation of this Policy</u></p>
<p>5. Consequences</p>	<p>Employees who violate this policy may be subject to disciplinary action, up to and including dismissal.</p>