Establishing and maintaining good public relations with the community and other governmental organizations requires a concerted effort by the entire school district staff. Each school will make an effort to inform the public of various educational achievements, activities, and goals.

The most important public relations ambassadors are the teachers who work directly with students every day. All employees are encouraged to participate in community activities and demonstrate to the community by their words, attitudes, and actions the ideals set forth by this district.

COMPLIANCE WITH DISTRICT POLICIES AND APPLICABLE LAW

All district communications, whether provided by teachers, administrators, district office staff or other staff, will be in compliance with all relevant district policies, including all applicable privacy, confidentiality, and records retention policies, as well as state and federal law. Employees may not disclose proprietary information that belongs to the district, student records or other student information protected by state and federal privacy laws, or confidential information regarding district employees without the express written consent of the board, a student's parent/guardian (or eligible student over the age of 18), or the employee, as the case may be.

Directory information regarding students may be disclosed in district communications, which may include photos, student names, grade level, academic awards and information in relation to school-sponsored activities, organizations and athletics, consistent with district policy. Any parent/guardian or eligible student who has not opted out of providing directory information pursuant to applicable district policies consents to the publishing of student directory information in district communications, and such content shall not be in violation of applicable district policy or state or federal law.

NEWS MEDIA GUIDELINES

From time to time, employees may be requested to provide information regarding individual students or employees, a district school, or the district as a whole, to news media outlets, including print, radio and TV media. Employees may not act as a spokesperson for the district or their school or make comments as a representative of the district, except as authorized by the board, superintendent or designee, or their building principal, as set forth in this policy. When authorized as a spokesperson for the district, employees must disclose their employment relationship with the district. The following practices shall be followed:

1. All communications with news media outlets related to a particular building must be cleared by the building principal and superintendent.

2. All communications with news media outlets related to the district as a whole shall be cleared by the superintendent or designee.

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DISTRICT OR SCHOOL-OPERATED SOCIAL MEDIA

The district recognizes the value in utilizing social media sites to promote events, student success stories, clubs, athletics, and other programs related to the education of students, as well as a means of disseminating important information relating to the district such as board information, school closures, upcoming athletic or club events, and other time-sensitive information.

The district has established policies and procedures relating to creation of school, program or social media sites. The purpose of this policy is to establish community use regulations and guidelines for all district or school-operated social media sites.

Community postings shall be limited to the subject matters of district or school postings. It is not the intent of the district to create or provide an unlimited or open forum for discussion on any topic on district or school-operated social media sites. Postings that are not related to a district or school posting or are inappropriate as defined in Policy 945 acceptable use of internet, computer and network resources, will be removed by the Technology Director or other designated content manager. Persons making comments or posts to the district's social media sites are requested to show respect for all individuals and maintain civil discourse. The district reserves the right to monitor district and school-operated social media sites and to remove comments or posts thereto that violate district policies or state or federal law. Repeat offenders posting inappropriate, false, offensive, harassing or threatening information will be removed as participants.

Users may not use the name of the district or its logo or marks, including those of the district or its individual schools, clubs, athletic teams, or other programs, in any form in social media or websites not owned by or related to the district or in forums or discussions to express or imply the official position of the district without the express written permission of the superintendent or designee. When such permission is granted, the posting must state that the statement does not represent the position of the district. Employees may not use or post the district or school logo, motto, slogan, mascot, or other district branding to promote their own purposes without the written permission of the superintendent or designee or building principal.

Users and visitors to district or school-operated social media sites will be notified on each social media site that the intended purpose of the site is to serve as a mechanism for communication between the district or school and students, parents/guardians, and members of the community. All district and school-operated social media sites will include a hyperlink to the responsible use guidelines set forth in Policy 942. Any content that is removed based on this policy or the responsible use policy will be retained, including the time, date, and identity of the poster, when available, in accordance with the district's records retention policy.

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LEGAL REFERENCE:

Idaho Code Sections

33-133 – Definitions – Student Data – Use and Limitations - Penalties

33-506 – Organization of Board of Trustees

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D2/12/98-M3/4/98-M04/29/22-M08/18/23

33-512 – Governance of Schools
74-101 et seq. – Idaho Public Records Act
IDAPA
08.02.02.076 – Code of Ethics for Idaho Professional Educators
08.02.02.077 – Definitions for Use with the Code of Ethics for Idaho Professional Educators
20 U.S.C. §1232g – Family Educational Rights and Privacy Act
34 C.F.R. Part 99

CROSS-REFERENCE:
442 – Code of Ethics for Certificated Employees
681 – Student Records
681.50 – Protection of Student Data
942 – Responsible Use of District-Provided Technology
962 – Use of District Trademarks, Service Marks and Social Media

ADOPTED: November 14, 2005

AMENDED: July 11, 2022
AMENDED: November 13, 2023

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