

Lyons Township High School District 204 Social Media/Electronic Communication Guidelines

These guidelines are intended to outline the rules for Lyons Township High School District 204 (“**District**”) staff concerning the use of electronic communications and social media. In addition, these guidelines outline the procedures for staff to use social media accounts in their professional capacity. Because of the ever-changing nature of technology, the District will update or revise these guidelines on an ongoing basis.

In addition to these guidelines, employees must comply with all applicable Board policies, including 5:120 (Employee Ethics; Code of Professional Conduct), 5:125 (Electronic Communications/Social Media Use), and Conflict of Interest, and 6:235 (Access to Electronic Networks).

Please direct any questions about these guidelines to Mary Lin Muscolino, Coordinator of Community Relations.

I. Rules on Staff Interaction with Students through Electronic Means

General Information

Employees may only use electronic means to communicate with currently enrolled students about school-related matters. Such communications must only occur through District-approved or District-hosted electronic accounts and applications, such as District email addresses, professional social media pages as defined below, and the official District website with the "lths.net" domain.

An employee who wishes to utilize any technology (e.g. cell phones, including texting) for electronic communication with current students must notify his/her building principal and obtain express written consent from the student's parent/guardian. To do so, employees must use the attached Parent/Guardian Text/Phone Call Communication Permission Form. Such consent is not required for: (1) communications between an employee and a current student who is also the employee's relative; or (2) emergency situations requiring such communication, as long as the employee notifies their supervisor of the communication as soon as possible.

Approved Communication Tools

Employees may use the following communication tools to contact students.

Classroom Use

1. Canvas
 - a. Uses: assignments, announcements, etc.
 - b. Approved for teacher messenger
2. Infinite Campus
 - a. Uses: academic, attendance, behavioral, bus updates, registration, health compliance

3. District email
 - a. Uses: message system for communication
4. Google Meet
 - a. Uses: Parent / Teacher Conferences
5. Zoom
 - a. Uses: guest presenters and off-site speakers
6. Social media: Facebook, Twitter/X, Instagram (only District assigned accounts that have an approved social networking [form](#) on file in the Community Relations Office)
 - a. Uses: encourage participation in (request classes representing) unique learning opportunities

All other modes of communication are prohibited.

Co-Curricular/Athletic Use

1. Remind
 - a. Uses: bus routes, club schedule reminders, athletic teams, etc.
2. 5Star
 - a. Uses: tracking event and activities participation
3. Band
 - a. Uses: Teams utilize (e.g.: competitive cheer for photos, documents, etc.)
4. Infinite Campus
 - a. Uses: alerts/notifications via Portal Inboxes, email, text and recorded voice messages, sales of items via online School Store
5. District email
 - a. Uses: message system for communication
6. Social media: Facebook, Twitter/X, Instagram (only District assigned accounts that have an approved social networking [form](#) on file in the Community Relations Office)
 - a. Uses: share alerts about schedule changes, celebrate team/club successes, encourage participation in team/club opportunities

All other modes of communication are prohibited.

District Use

1. Constant Contact
 - a. Uses: Mass communication system for email messages
2. Finalsite/Composer
 - a. Uses: share district news, provide directions for district processes, provide access (links to) district electronic tools, forms and 3rd party resources offered to students, families, community and staff
3. Infinite Campus
 - a. Uses: alerts/notifications via Portal Inboxes, email, text and recorded voice messages, online collection of assigned Fees, sales of items via online School Store
4. District email
 - a. Uses: message system for communication
5. Google Meet

- a. Uses: professional development and peer collaboration sessions, facilitate remote participation in 504 plan and IEP meetings
- 6. Zoom
 - a. Uses: Webinars and Superintendent communications, professional development and peer collaboration sessions, facilitate remote participation in 504 plan and IEP meetings
- 7. Phones
 - a. Uses: notifications to parents
- 8. Social media: Facebook, Twitter/X, Instagram (only District assigned accounts that have an approved social networking [form](#) on file in the Community Relations Office)
 - a. Uses: celebrate district successes, encourage participation in district events and opportunities

All other modes of communication are prohibited.

Emergency Use

- 1. Bluepoint
 - a. Uses: safety alerts via text and email
- 2. Constant Contact
 - a. Uses: Mass communication system for email messages
- 3. Finalsite/Composer
 - a. Uses: post alerts (possibly with more detailed information) about emergency situations and conditions - evacuations, closures, schedule changes, etc.
- 4. Infinite Campus
 - a. Uses: emergency alerts via Infinite Campus Inboxes, email, text and recorded voice messages
- 5. District email
 - a. Uses: message system for communication
- 6. Phones
 - a. Uses: notifications for emergency purposes
- 7. Social media: Facebook, Twitter/X, Instagram (only District assigned accounts that have an approved social networking [form](#) on file in the Community Relations Office)
 - a. Uses: safety alerts

All other modes of communication are prohibited.

II. Non-Student Interaction

Employees must use District-approved communication tools to communicate with non-students (e.g. community members, parents) about school-related matters. Approved communication tools are:

Constant Contact
 Finalsite/Composer
 Infinite Campus
 District email
 Zoom

Google Meet

Social media: Facebook, Twitter/X, Instagram (only District assigned accounts that have an approved social networking [form](#) on file in the Community Relations Office)

The District recognizes and understands that employees may interact with parents through their personal social media accounts and neighborhood events/gatherings concerning non-school related matters.

III. Personal Social Media Accounts

The District recognizes that employees may choose to maintain social media accounts for personal use. Employees are advised to remember that any information that is posted in social media sites may become public.

Employees are expressly prohibited from contacting students in any form through an employee's personal social media account.

IV. Social Media for Professional Use

The District may approve the creation and use of social media accounts to communicate about and promote specific school-related matters (e.g. clubs, athletic teams). The District has three approved forms of social media: Facebook, Instagram, and Twitter/X. No other form of social media may be used for District purposes.

Prior to the creation of any professional social media account, employees are required to submit a proposal to the Community Relations Department for review and approval, using the attached Professional Social Media Account Approval Form. Once approved, a District email address will be provided, along with a username and password for each official school social media account.

The following guidelines apply to the use of social media for District-purposes:

- An employee must be the designated moderator of the account, who has ultimate responsibility for all activity on the account. The District recognizes that students may collaborate with employees about what to post, but the employee may not share the password to the account with any students and remains responsible for all activity on the account.
- Employees shall not communicate with anyone through the "direct messaging" feature on any District-approved form of social media.
- Employees shall not accept "friend" or other communication requests from current District students through social media or electronic communication.
- Employees cannot delete public comments or block users on District-approved accounts without the prior approval of one of the individuals below.
 - Principal
 - Associate Principal
 - Assistant Principal

- Athletic Director
- Activities Director
- Must be used only to discuss and promote a District-related matter.
- May use District logos and/or marks, in accordance with District rules.
- All communication must pass the TAP (Transparent, Accessible, Professional) test:
 - Transparent: As a public school district, we are expected to maintain openness, visibility and accountability.
 - Accessible: Making social media posts accessible by following best practices, such as using descriptive alt text and clear language, ensures that all individuals can engage with and benefit from the content.
 - Professional: All electronic communication should be written in a professional manner. This includes word choice, tone, grammar and subject matter. Always choose words that are courteous, conscientious and businesslike.

V. Social Media Page Suggestions

- + Make sure any event or important information you post on social media is also on the club/team/activity webpage.
- + Post photos to grab attention. NEVER use students who are part of the “Not Pictured” lists, available on Infinite Campus.
- + Link to the District website for additional information.
- + Link to *official* District club/sports pages only.
- + Brand images to clubs (general announcement for MUN should have MUN logo), while news items should have a current photo.
- + Share/Retweet district approved sites or social media accounts only.
- + Promote District approved/sponsored fundraisers.
- + Use hashtags appropriately. Add #WeAreLT when applicable.

Social Media Page Don'ts

- Do NOT post more than 10 items a day or people will begin ignoring content.
- Do NOT promote outside activities/fundraisers - must be District-sponsored.
- Do NOT link to, retweet or tag students.
- Do NOT link to unofficial District pages.
- Do NOT follow/retweet unofficial District accounts, including your personal account.
- Do NOT follow news sources, other schools, vendors, political/religious affiliations, etc., as not all institutions have the same guidelines as the District. Under no circumstances may a District employee friend, follow, retweet or link to any current students.
- Do NOT use text-speak. If you need more than 160 characters, link to a webpage.



**LYONS TOWNSHIP HIGH SCHOOL
District 204**

Community Relations Department
Ph: 708-579-6471 E: mmscolino@lths.net

PARENT/GUARDIAN TEXT/PHONE CALL COMMUNICATION PERMISSION FORM

In accordance with Board policy 5:125, Lyons Township High School District 204 ("District") employees may communicate with currently-enrolled students only about school-related matters and only through District-approved or district-hosted electronic accounts and applications, such as district email addresses, professional social media pages as defined below, and the official district website with the "lths.net" domain. An employee who wishes to utilize any technology (e.g. cell phones, including texting) for electronic communication other than those listed above to communicate with current students must obtain express written or electronic consent from the student's parent(s)/guardian(s).

The District recognizes that there may be times when club sponsors need to communicate with students quickly via phone calls or text messages to the students' cell phone. If you would like to authorize the club sponsor(s) designated below to send text messages and/or phone calls to your student at the number provided, please complete this form and return it to the appropriate coach or sponsor.

Club Activity Sponsor _____

Purpose of Text Communications/Phone Calls:

Approval of Consent

I give my student permission to receive text messages or phone calls to his/her cell phone about important District information related to their activity. I understand that the District will not monitor these communications. Any charges incurred in the receipt from or replies to these texts are not the responsibility of the District.

Student Name: _____

Student ID: _____

Student cell phone number () _____

Parent/Guardian Name: _____

Parent Signature: _____

I, as the parent/guardian, would also like to receive a copy of text messages to my cell phone. Parent/Guardian cell phone number() _____

PROFESSIONAL SOCIAL MEDIA ACCOUNT APPROVAL FORM

Please complete the following information and route this approval form to Electronic Communication Specialist Bridget Machalinski. The approval process may take up to 5 business days.

Staff Member Requesting / Site Administrator: _____

Email: _____ Phone: _____

Proposed Social Media Site: _____

Reason for Use: _____

I have read and understand the Social Media Guidelines and Do's and Don'ts. I agree to comply with all applicable District rules and policies concerning the use of social media, including the Communications Guidelines, and Board Policy 5:125.

Signature: _____

(For Office Use Only below)

Director of Technology Approval Date: _____

Community Relations Coordinator Approval Date: _____

Approved for use:

Username _____

Password _____