

Social Networking Sites Regulations

Definitions

- Social Networking Site (“SNS”) - Social networking sites (such as Facebook, Snapchat, Instagram, Twitter, LinkedIn, etc.) are Web sites and/or online communities that connect people through social and other networks. SNS often include a range of communication platforms including, but not limited to, creation of profiles, blogs, discussion boards, personal websites, wikis, online forums, virtual worlds, instant messaging and file sharing (sharing of text, photos, video, etc).
- District Personnel – Any employee of the Patchogue-Medford School District
- Student – Any person attending an educational agency of the District.

Establishing a New Social Networking Site

Situations may arise where specific social networking sites need to be created. Examples include but are not limited to individual buildings, departmental, athletic, or club social networking sites. Should a need arise for such a social networking site, the requestor must:

1. Complete the Social Networking Sites Application Approval document before the creation of the social networking site
2. Complete training provided by the Technology Department
3. Fully understand the following Board of Education Policies:
 - 3802 – Personally Identifiable Information
 - 4410 – Technology Acceptable Use Policy
 - 4430 – Social Networking Sites
 - 5125 – FERPA

Managing an Approved Social Networking Site

Should a Social Networking Site be approved by the Superintendent or their designee the following guidelines must be observed:

- Students may not be given rights to manage, maintain, or post
- Refer to Board of Education Policy 3802 when posting potential personally identifiable information
- Students that have opted out of images being shared of them on social media must be respected
- All information singularly shared on a District affiliated social networking site must be sent to the Technology Department for posting on the District Website
- Whomever will be sharing content must consult with the building or departmental administrator prior to sharing content

Posting to the District Managed Social Networking Sites

- All requests for posts to the Patchogue-Medford School District Social Networking Sites must go through the District Clerk. The District Clerk will make the final decision on whether this should be shared with the community through a Social Networking Platform.

Adopted:

June 27, 2022