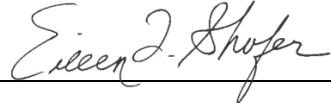<div align="center">

Paterson Public Schools
Paterson, New Jersey

Standard Operating Procedure

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Subject: Creating School-Owned Social Media Accounts	Effective Date: April 1, 2023	Page(s): 1 of 2
Department(s): **Assistant Superintendents & Building Administrators**	Approved: **Eileen F. Shafer, M.Ed.** **Superintendent of Schools**	**Superintendent's Signature:** *Eileen J. Shafer*

I. **Purpose:**

To establish uniform guidelines for social media accounts that are owned and managed at the school level to ensure consistency, appropriateness, and safety.

II. **Authority:**

Superintendent of Schools

III. **Terms and Conditions:**

School Principals are permitted to create and manage individual 'school accounts' on social media platforms to communicate with their students, parents, and the community. Teachers and other school staff are not permitted to establish 'class accounts' on social media except as necessary for legitimate instructional purposes, and only if approved by the School Principal.

a. **Account Setup:**
- The School Principal (or Athletic Supervisor) must be the owner or administrator on all accounts and shall be responsible for reviewing and approving all posted content. Additionally, the Principal (or Athletic Supervisor):
  - ➢ May designate additional staff members as needed to serve as account co-administrators, moderators, or editors.
  - ➢ Must provide a link/URL for every school-based social media page to the Communications Director, so that all page activity can be archived for record-keeping purposes.
- Select appropriate social media platforms; consider the audience, content, and purpose of the account.
  - ➢ The following social media platforms are expressly permitted: Facebook, Twitter, and Instagram. All other platforms require written approval from an Assistant Superintendent.
  - ➢ For Facebook, create a new *Page* for the school using a personal account. <u>Do not</u> create a new *account* for the school (ex: "School" first name, "Six" last name).
- Create a unique and consistent name for all social media accounts representing the school – the same name should be used across various platforms if multiple platforms are used.
- Use official school logos, images, and colors to create a professional look and feel.
- Use a strong and secure password, and store it in a secure location.

b. **Content Creation:**
- Only post content that aligns with the district's mission, vision, and values.
- Ensure that all content is accurate, relevant, and appropriate.
- Do not share sensitive or confidential information, including information about student grades or behavior.
- Keep the tone of the content professional and positive.
- Use proper grammar, punctuation, and spelling.

c. **Monitoring and Moderation:**
- Disable user comments for all posts.
- Disable direct (private) messages.

d. **Account Security:**
- Use two-factor authentication to increase account security.
- Limit access to the account to authorized personnel only.
- Review account activity and notifications regularly to detect any unauthorized access.

IV. **<u>Reporting Procedures:</u>**
Assistant Superintendents will oversee compliance with this SOP by Principals.

V. **<u>Dissemination:</u>**
The Superintendent will disseminate this SOP to Assistant Superintendents, who will in turn disseminate this SOP to Principals.