Book	Policy Manual
Section	800 Operations
Title	District Social Media
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Purpose

The purpose of this policy is to establish the process and standards for approval and operation of district-owned social media accounts, and to identify the differences between personally owned social media accounts and those maintained by the District.

Definitions

Social media - a category of Internet-based resources that integrate user-generated content and user participation to share information, ideas, personal messages and other content, including photos and videos. Social media includes **social networks**, which are online platforms where users can create profiles, share information and personal messages, and connect with others.

District-owned social media account - a social media account, regardless of platform, that is approved by the superintendent or designee and operated by a designated district employee(s), and is designed to further the educational mission of the district by providing information to the school community and general public.

Personal social media account - a social media account, regardless of platform, that is attributed to and operated by an employee, individual school director or student for personal use and is not approved by the Board as an official communications channel of the District.

School Related Activity, Club or Team Social Media Account - a social media account, regardless of platform, that is operated by a volunteer, student, parent/guardian, alumnus, or other member of the public on behalf of a club, foundation, sports team, or other extracurricular group affiliated with the District's third-party social media accounts are not operated by District employees or School Board members.

Limited Public Forum - a government-operated location where the public's ability to comment or post online is limited; free expression by the public is restricted regardless of message or viewpoint.

Authority

The Superintendent or designee shall approve all official **social media** accounts created and/or maintained as District-owned accounts.[1] including social media accounts for individual schools within the district. All district-owned social media accounts shall display the official name and logo of the district or the individual district school. To the extent possible, the main page of every **District-owned social media account** account will indicate it is the "Official page of The Penn-Delco School District".

The Board establishes that district-owned social media accounts may operate as a **limited public forum**, where the public may comment and interact with information posted by the district, subject to the Board's established rules.

The Board approves the following rules for public interaction with **District-owned social media** accounts and directs staff to post this information on the district website and all **social media accounts**.

The district encourages community members to respond to posts and share comments that are constructive and courteous toward the school community. Statements and opinions expressed by visitors to the account do not reflect the opinions of the district. Questions regarding information should be directed to the building principal or to the Superintendent's office for district-wide information. The district shall review comments and may remove comments which:

1. Are profane, vulgar, harmful to minors or obscene, in accordance with Board policy.[2]
2. Contain threats or contain personal attacks on individuals in the school community.
3. Promote, suggest or encourage illegal activity or incite violence.
4. Promote or endorse commercial products, services or businesses.[3]
5. Contain confidential information.
6. Contain false or defamatory statements.
7. Contain discriminatory or harassing speech directed at an individual or a class of individuals, in accordance with Board policy [4][5]
8. Are spamming in nature (same comment posted repeatedly).
9. Are unrelated to the topic of the social media post or thread.

Delegation of Responsibility

The Board designates the Superintendent or designee to oversee all **District-owned social media** accounts and serve as the primary contact person for **District-owned social media** accounts.

All district staff assigned to monitor and maintain district-owned social media accounts shall receive training on:

1. Regularly reviewing **District-owned social media** accounts, in coordination with the district's chief communications representative, to update, remove and/or correct information.[6]
2. Complying with confidentiality provisions of student and staff information, in accordance with applicable law, regulations and Board policy and administrative regulations.[7][8]

3. Monitoring content for confidentiality and intellectual property violations, documenting potential violations, and notifying appropriate district staff to consider further action.[7][8][9]

4. Monitoring content for web accessibility standards and responding to public requests for accommodations.[2][4][5]

5. Monitoring public comments and responding, where appropriate, with clarification or redirection to additional information.

6. Monitoring public comments according to the Board's established rules, documenting potential violations, and notifying appropriate district staff to consider further action. Staff shall be provided training to assess comments in a viewpoint neutral manner, based on the Board's approved rules, regardless of the specific subject matter of comments.
7. Monitoring how the District account is tagged, linked, or mentioned by other accounts.

The Board authorizes designated district staff maintaining district-owned social media accounts to remove individual posts or comments by public users that violate the established social media rules of this policy. The Board directs that review and consideration of posts or comments shall not discriminate on the basis of content or viewpoint, and staff must always be able to articulate the reason for removing a specific post, in accordance with Board policy. Staff may consult with the Superintendent or designee and the school solicitor in determining appropriate actions. Posts and comments may not be removed solely because they are critical of the district or district leadership, because they promote an unpopular opinion, or because of their viewpoint if the post or comment otherwise complies with the established social media rules.

Designated district staff may not block users from accessing or commenting on district-owned social media accounts unless the outside account is identified as a security or system threat or spam account. Staff may consult with the Superintendent or designee and the school solicitor in determining appropriate actions.

The Superintendent or designee shall be responsible for developing and implementing Administrative Regulations, consistent with the general guidelines listed above, which shall, at a minimum, outline the rules and regulations regarding the operation of **District-owned social media** accounts and requirements of District employees with respect to use of **personal social media accounts**.

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Legal

1. 24 P.S. 510
2. Pol. 815
3. Pol. 913
4. Pol. 103
5. Pol. 104
6. Pol. 911
7. Pol. 113.4
8. Pol. 216
9. Pol. 814
10. 20 U.S.C. 1232g
11. 34 CFR Part 99

12. 42 U.S.C. 12101 et seq

13. 29 U.S.C. 794

14. 28 CFR 35.160

15. Pol. 103.1

16. Pol. 824

17. 24 P.S. 1122

18. 24 P.S. 2070.1a et seq

19. 22 PA Code 235.1 et seq

20. U.S. Const. Amend. I

21. Pol. 317

22. Pol. 320

23. 24 P.S. 1303.1-A

24. 47 U.S.C. 254

25. Pol. 218

26. Pol. 220

27. Pol. 235

28. Pol. 249

29. Pol. 317.1

Knight First Amendment Inst. at Columbia Univ. v. Trump, 928 F.3d 226 (2d Cir. 2019)

Davison v. Randall, 912 F.3d 666 (4th Cir. 2019)

Garcetti v. Ceballos, 547 U.S. 410 (2006)

Mike Campbell v. Cheri Toalson Reish, 986 F.3d 822 (8th Cir. 2021)

Pickering v. Board of Education, 391 U.S. 563 (1968)

Connick v. Myers, 461 U.S. 138 (1983)

Rankin v. McPherson, 483 U.S. 378 (1988)

Pol. 801