File: KDC-1

CAMBRIDGE PUBLIC SCHOOLS' SOCIAL MEDIA POLICY

I. Purpose

This policy establishes guidelines for the creation and use by the Cambridge Public Schools, its schools, departments and/or employees of the Cambridge Public Schools' social media sites for Work Related Purposes (including but not limited to Facebook and Twitter) as a means of conveying Cambridge Public Schools' information to its citizens.

The intended purpose behind establishing Cambridge Public Schools' social media sites is to disseminate information from the Cambridge Public Schools, about the Cambridge Public Schools to its citizens.

The Cambridge Public Schools have an overriding interest and expectation in deciding what is "spoken" on behalf of the Cambridge Public Schools on its social media sites.

For purposes of this policy, "Social Media" is understood to be content created by individuals, using accessible, expandable and upgradable publishing technologies, through and on the Internet. Examples of Social Media include Facebook, Twitter, Google+, blogs, and LinkedIn. For purposes of this policy, "Content" includes comment, information, articles, pictures, videos or any other form of communicative content posted on Cambridge Public Schools' Social Media sites.

II. General Policy

A. The establishment and use by any Cambridge Public Schools' school, department or employee of Cambridge Public Schools' Social Media sites are subject to approval by the Superintendent or designees and the Information, Communication and Technology Services Department (ICTS). Cambridge Public Schools' Social Media sites shall be administered and monitored by individual department site administrators jointly approved by the principals or individual department heads and the Superintendent or designee, with notification to the Cambridge Public Schools' ICTS staff and the Superintendent or designee.

B Cambridge Public Schools' Social media sites should make clear that they are maintained by the Cambridge Public Schools and that they follow the Cambridge Public Schools' Social Media Policy.

C. Wherever possible, Cambridge Public Schools' Social Media sites should link back to the official Cambridge Public Schools' website or department web pages for forms, documents, online services, and other information necessary to conduct business with the Cambridge Public Schools.

D. ICTS will occasionally monitor content on Cambridge Public Schools' Social Media sites to ensure adherence to the Cambridge Public Schools' Social Media Policy and the interests and goals of the Cambridge Public Schools.

E. The Cambridge Public Schools reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable laws, rules, regulations or policies. Any content removed based on this Social Media Policy should be retained by the site administrator who removed it for a reasonable period of time, as well as information about the time, date, and identity of the poster, when available.

F. This Social Media Policy must be displayed to users or made available by hyperlink at www.cpsd.us/schools/schools_policies.

G. The Cambridge Public Schools will approach the use of social media tools as consistently as possible, district wide.

H. The Cambridge Public Schools' website at www.cpsd.us/ will remain the Cambridge Public Schools' primary and predominant Internet presence.

I. All Cambridge Public Schools' Social Media sites shall adhere to applicable federal, state and local laws, rules, regulations and policies.

J. Cambridge Public Schools' Social Media sites are subject to Massachusetts public records and record retention laws, rules, regulations and policies. Any content maintained in a Social Media format that is related to Cambridge Public Schools' business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. The department site administrator will maintain records in accordance with Massachusetts public records and record retention laws, rules, regulations and policies.

K. Comments or other content on topics or issues not related to Cambridge Public Schools' business or within the jurisdictional purview of the Cambridge Public Schools may be removed.

L. Employees representing the Cambridge Public Schools via Cambridge Public Schools' Social Media sites shall conduct themselves at all times as representatives of the Cambridge Public Schools in accordance with all Cambridge Public Schools' rules, regulations and policies.

M. This Social Media Policy may be updated from time to time and amended at the discretion of the Cambridge School Committee and the Superintendent of Schools.

III. Content Policy

A. As a public entity, the Cambridge Public Schools should abide by certain standards, including those standards detailed below, to serve all its constituents in a civil and unbiased manner.

B. The intended purpose behind establishing Cambridge Public Schools' Social Media sites is to disseminate information from the Cambridge Public Schools, about the Cambridge Public Schools, to staff, students and their families and citizens of Cambridge.

C. Content perceived as containing any of the following, but not limited to, inappropriate forms of content shall not be permitted on Cambridge Public Schools' Social Media sites and is subject to removal and/or restriction by site administrators, the Superintendent of Schools, or their designees:

1. Content not related to the original topic or to the business of the Cambridge Public Schools, including random or unintelligible comments;
2. Profane, obscene, violent or pornographic content and/or language;
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, national origin, sex, gender, disability, sexual orientation, gender identity, genetic information, religion, age, family status, military status, or source of income.
4. Defamatory or personal attacks;
5. Threats to any person or organization;
6. Content in support of, or opposition to, any political campaigns or ballot measures;
7. Solicitation of commerce, including but not limited to, the advertising of any business or product for sale;
8. Conduct in violation of any federal, state, or local law, rule or regulation;
9. Encouragement of illegal activity;
10. Information that may tend to compromise the safety or security of the public or public systems;
11. Content that violates a legal ownership interest, such as, but not limited to a copyright, of any party; or
12. Any other content deemed inappropriate by the Cambridge Public Schools.

D. Content regarding a student shall not be posted on any Cambridge Public Schools' Social Media Site unless there is a signed Cambridge Public Schools' Media Release on file at the student's school for the current school year that has been signed by the parent/guardian/caregiver of the student and/or by the eligible student authorizing the display, publishing, distribution or exhibition the student and/or their name, image, likeness, spoken words, student work, performance and movement, in any form on the Cambridge Public Schools' Social Media Site.

E. Content posted by a member of the public on any Cambridge Public Schools' Social Media site shall be the opinion of the commentator or poster only, and publication

of content does not imply endorsement of, or agreement by, the Cambridge School Committee and/or Cambridge Public Schools, nor does such Content necessarily reflect the opinions or policies of the Cambridge School Committee and/or the Cambridge Public Schools.

F. The Cambridge Public Schools reserves the right to deny access to Cambridge Public Schools' Social Media sites to any person who violates the Cambridge Public Schools' Social Media Policy, at any time and without prior notice.

G. Site administrators shall monitor Cambridge Public Schools' Social Media sites for content requesting responses from the Cambridge Public Schools. Site administrators may direct such requests to the appropriate Cambridge Public Schools' administrator and/or department for response.

H. Site administrators shall monitor content posted on Cambridge Public Schools' Social Media sites for Content in violation of this Social Media Policy.

I. When a Cambridge Public Schools employee responds to a comment, in their capacity as a Cambridge Public Schools employee, the employee should do so in the name of the Cambridge Public Schools' school or department, and the employee shall not share personal information about themselves, or other Cambridge Public Schools' employees except as required for Cambridge Public Schools' business, and shall not share personal and/or student record information about Cambridge Public Schools' students in accordance with the requirements of federal and state student record laws and regulations.

J. Content posted to any Cambridge Public Schools' Social Media site must comply with that site's terms and conditions, and the Cambridge Public Schools reserves the right to report any violation of those terms to the site administrator so the site administrator may take appropriate and reasonable responsive action.

Adopted: January 17, 2023