SCHOOL DISTRICT SOCIAL MEDIA WEBSITES

The School Board recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official District social media platform shall be to further the District's vision and mission, support student learning and staff professional development, and enhance communication with students, parents/guardians, staff, and community members. As such, the Superintendent is authorized to establish social media websites and platforms in furtherance of the District's values, goals, and mission.

Establishment of Regulations:

The Superintendent or designee will establish administrative regulation, guidelines and protocols for official District social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

Limitation of Public Comments:

Official District social media platforms shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. By creating these official sites and allowing for public comment, the Board does not intend to create a limited public forum or otherwise guarantee an individual's right to free speech.

Official District social media platforms may not contain content that is obscene, libelous, or so incites students as to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules, or substantial disruption of the school's orderly operation.

Staff or students who post prohibited content shall be subject to discipline in accordance with District policies and administrative regulations.

Privacy:

The Superintendent or designee will ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on official District social media platforms.

Definitions:

"Social media" means any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites such as Facebook, Instagram, X, YouTube, LinkedIn, or blogs.

"Official District social media platform" is a site authorized by the Superintendent or designee. Sites that have not been authorized by the Superintendent or designee but that contain content related to the District or comments on District operations, such as a site created by a parent-teacher organization, booster club, or other school-connected organization or a student's or employee's personal site, are not considered official District social media platforms.

Guidelines for Content:

The Superintendent or designee shall ensure that official District social media platforms provide current information regarding District programs, activities, and operations, consistent with the goals and purposes of this policy and regulation. Official District social media platforms shall contain content that is appropriate for all audiences.

The Superintendent or designee shall ensure that official District social media platforms are regularly monitored. Staff members responsible for monitoring content may remove posts based on viewpoint-neutral

considerations, such as lack of relation to the site's purpose or violation of the District's policy, regulation, or content guidelines.

Copyright:

The Superintendent or designee shall ensure that copyright laws are not violated in the use of material on official District social media platforms.

First Reading:	February 3, 2015
Second Reading:	February 10, 2015
Adopted:	February 10, 2015
First Reading:	December 10, 2025
Second Reading:	January 14, 2026
Revised:	January 14, 2026