

Cache County School District

Policy Series 5000: Personnel

Policy No. 5350

Website and Social Media Policy

The following policy pertains to all Cache County School District (CCSD) employees acting in an official capacity on behalf of the school district when creating, maintaining and promoting an official web or social media site that is accessible to the general public. It does not address CCSD employees using websites or social media in their personal capacity on their own time.

However, Utah Educator Professional Standards clearly indicate that educators should NOT be engaged in “interacting privately with a student through social media, computer, or handheld devices” (Utah Code R277-515-2). Whether in their official or personal capacity, employees must always comply with ethical and professional standards of conduct pursuant to CCSD policies and Utah Code.

I. Purpose

A. The CCSD utilizes official school websites and social media technologies and platforms as a means to share and transmit information to the school community, including parents, staff, and students. Each school has an official website which was created in conjunction with, and is linked to, the district website. Schools are also encouraged to create official social media accounts. School websites and social media accounts should be regularly monitored by school administrators to ensure they adhere to the following policies:

II. General Website and Social Media Policies

- A. Content posted on official district websites and social media should correspond directly to the academic mission of the district. In general, these platforms should not be used to share information about community events or promotions that are not school- or district-related.
- B. All posted content must adhere to currently applicable CCSD policies and federal and state rules, laws and regulations.
- C. From time to time, the CCSD’s Public Information Office or local newspaper, radio, or television reporters visit our schools to write stories about our programs, classes, teachers, and students. Also, school and district offices frequently highlight students on district and school websites, social media, in newsletters, or in other publications for educational purposes. These mediums can include student pictures or video images. Parents have the opportunity at registration to opt out of having their child’s photograph or video image shared. They may also contact a school secretary at any time to change this preference. If a student’s full name (first and last) will be shared in a feature, a parent must be notified and sign and date a consent form.
- D. Disclosure of a student’s personally identifiable information on official district websites or social media platforms is strictly prohibited (with the exception of a first and last name as outlined above). Personally identifiable information includes the student’s first and last name, the first and last name of the student’s family member, the student’s home

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or physical address, email address or other online contact information, telephone number, Social Security number, biometric identifier, health or disability data, student identification number, or a social media username and password or alias (Utah Code [53E-9-301-2](#)).

- E. Copyrighted materials may not be posted without specific written consent of the copyright owner. All copyrighted material must be properly cited using standard citation information, giving credit (web address or active link) to the company or individual that created the text, graphic, etc. Caution should be used when utilizing images and information from other internet sites or sources.
- F. Links to “non-official” CCSD related sites that are hosted on remote, non-district web servers is prohibited if such sites do not correspond directly to the academic mission of the district or if those sites do not adhere to currently applicable CCSD policies, as well as federal and state rules, laws and regulations.
- G. Official district websites and social media cannot be used for commercial purposes, advertising by individuals or businesses, lobbying for political candidates, or financial gains for any individual.
- H. Official district websites may share employee directory information to include employee first and last name, a CCSD email address, or CCSD phone number. Personal directory information about staff or non-school employees should not be shared on school websites or social media platforms. Exceptions may be made for volunteers serving in official school capacities such as on School Boards, in PTSO/PTA or booster organizations, or on School Community Councils.
- I. All material posted to official websites or social media sites must adhere to all provisions set forth in the District’s Appropriate Use Guidelines.

III. Specific School Website Policies

- A. Each official school website must have a designated webmaster. It is the webmaster’s responsibility to ensure that information on the website is accurate, current, professional and appropriate. Special care should be given to make sure that spelling and grammar are correct. Webmasters should monitor their school’s site frequently to ensure that it is free of outdated files and posts.
- B. The school webmaster is responsible for all information, pictures and content posted on their school website. Students may post on the website only under the direction and supervision of the webmaster.
- C. School webmasters must check school websites for policy compliance on a regular basis.
- D. Web sites will be monitored regularly by CCSD administration for appropriateness, accuracy, and legal compliance. District and school administration reserves the right to audit and/or adjust any materials on all district-sponsored Web sites.

IV. Specific Social Media Policies

Social media is defined as internet-based applications (such as Facebook, Twitter, Instagram, LinkedIn, etc.) that turn communication into interactive dialogue among users.

- A. A professional, official social media account for each school may be established by the school principal or by a designee who will serve as the account manager responsible for the account. Accounts should be opened with the school’s information account (e.g.,

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schoolnameinfo@ccsdut.org) and maintained and controlled by the school. The name of these accounts should be “School (Official).” e.g., “Birch Creek Elementary School (Official)”

- B. Administrators and educators within each school may also establish social media accounts to represent a department or program. They should follow similar naming conventions as outlined above, e.g., Sky View Band (Official). Each social media account must have a specified account manager(s). The account manager must obtain the Principal’s approval before establishing the account, and is responsible for all content posted to the account.
- C. All school social media accounts must be reported, by the school’s principal, to the CCSD Public Information Officer as soon as they are opened. Include the name of the site, account manager, contact information, and purpose of the site.
- D. School social media accounts may only use approved district and school logos and names. Accounts must link to the CCSD main webpage, as well as to the pertinent school’s official webpage, and may not link to other sites.
- E. All accounts should include the following policy statement in the account’s description or biography:

“Thank you for visiting the official (name of school, department or program) page. This site is maintained to share school district information with parents, students and staff and to engage with the Cache County community. We welcome your comments, thoughts and feedback. However, we will remove comments that: Portray conduct that is against the law or that is inconsistent with Cache County School District policy or regulation; Include statements that bully others or challenge others in a negative manner; Include inappropriate or abusive language; Invade the privacy of others; Are spam or contain advertising for a service, product, individual or business; Are political in nature or concern ballot issues, questions or matters in a public election including the retention or election of any person to public office.

Please note, we reserve the right to remove any post or comment at any time for any reason. If you would like to report an inappropriate comment for us to review, please email (Insert School Email).”

- F. Account managers are responsible for keeping the content current and accurate. Special care should be given to make sure that spelling and grammar are correct. Accounts that are not managed nor updated on an ongoing basis may be closed at the school district’s request.
- G. All posted content must adhere to currently applicable CCSD policies, federal and state rules regulations and policies.
- H. Account managers must utilize profanity filters and other available settings to minimize inappropriate posts. All accounts are subject to review for compliance with these procedures and guidelines at any time. District administrators may direct the account manager to change the content or close the account for non-compliance or for any other reason.

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- I. Social media is not an appropriate venue for airing grievances. Complaints and concerns should follow the Cache County School District's grievance policy located in District Policies on the CCSD Website.

V. Teacher Websites & Social Media

- A. Teachers have the following resources for creating websites associated with their program or classrooms or courses.
 1. Canvas - All Secondary teachers can create course specific sites using Canvas the district's Learning Management System.
 2. Google Sites - All teachers have an district provided Google Account with access to Google Sites.
 3. District Website - Teachers may request an account on the District's Website and create teacher pages utilizing this service.
- B. Teachers must adhere to the General Website Procedures listed in this policy when creating teacher websites. Teachers who want to create a Social Media site for a specific program must first obtain approval from their school principal and then follow the procedures outlined in this policy.

Legal References:

Utah Code 53E-9-301-2

Utah Code R277-515-2

Synopsis:

Approved by the Board of Education: February 16, 2017.