



Capital School District

Board of Education Policy

Section: Human Resources
Title: Social Media/Personnel
Policy #: 500-27
Date Approved:
Date Revised: 10/09/2026

PURPOSE

This policy is intended to provide Capital School District personnel with an overview of what is considered appropriate use of social media. Because of the evolving nature of social media, personnel should be aware that this Policy is not intended to be comprehensive in scope. Instead, personnel are expected to apply the standards set forth in this Policy and the more general standards of good judgment and professionalism to all conduct, including their conduct online.

This policy is intended to supplement—not replace—other Capital School District policies. Although social media is a relatively new medium, it is subject to the same standards of conduct that apply to other activities. Therefore, all of the expectations and obligations contained in other Capital School District policies also apply online. Other policies that may be relevant include Capital School District Acceptable Use Policy (200-11), State of Delaware Acceptable Use Policy, and other policies governing employees conduct.

And, as with other Capital School District policies, any personnel whose conduct violates this policy will be subject to the Capital School District's disciplinary measures, up to and including termination.

1. Questions:

Social media changes rapidly and there will likely be events or issues that are not addressed in this policy. If, at any time, you are uncertain about the application of this policy or if a question relating to the appropriate use of social media arises that is not fully addressed by this policy, you should seek the guidance of the appropriate person before posting or otherwise engaging online. When in doubt, personnel should ask for guidance first because, once the information is online, it cannot be recalled.

GENERAL GUIDELINES

2. Persons Covered:

This policy applies to all online and social-media activity of all Capital School District personnel. This policy applies without regard to whether such activity occurs in the workplace or whether Capital School District equipment or technology is used; refer to the CSD Acceptable Use Policy (#200-11).

3. Technologies Covered:

“Social media” includes all forms of online applications, websites, tools, and platforms that enable communication between users. The specific types of social media change frequently but, as a general matter, include: (a) social-networking sites (e.g., Facebook, MySpace, and LinkedIn) (b) blogs and micro-blogs (e.g. Wordpress, Blogger, Twitter, and Tumblr); and (c)

content-sharing sites (e.g. Flickr, You Tube, Vimeo, Scribd). Additionally, comments ~~posted to a website or blog~~, and other user-generated content are subject to the standards set forth in this policy.

4. — Be Professional:

Maintain professionalism in all online activities. Apply a good judgment test for every activity relating to your employment. For example, what would your parents, students, or immediate supervisor think of your posting?

a. — Capital School District employees are personally responsible for the content they publish online.

b. — Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face.

c. — By identifying yourself as a Capital School District employee online, you are now connected to colleagues, students, parents and the school community. You should ensure that content associated with you is consistent with your work at Capital School District.

5. — Be Cautious:

Be smart about protecting yourself, your privacy, and any sensitive or restricted confidential and sensitive information. What is published is widely accessible, not easily retractable, and will be around for a long time, so consider the content carefully. Personnel should be extremely cautious about the information they post online, taking particular care to avoid disclosing personal information about themselves, their families or the Capital School District. Always consider the possibility that what you post online will become public and permanent.

Before posting personal photographs, thought should be given as to whether the images reflect a high standard on your professionalism. At the same time, be cautious of not only the material that you are posting to sites under your control, but also sites that are not directly managed by the user. Photographs or other materials showing you in a negative light may end up on a social media site. While you are not directly posting the information, you still may be held accountable for those actions that are deemed inappropriate.

6. — Acknowledge who you are:

Your honesty will be quickly noticed in the social media environment. If you are blogging about your work at Capital School District, use your real name, identify that you work for Capital School District, and be clear about your role. If you have a vested interest in something you discussing, be the first to point it out.

7. — On personal sites:

Identify your views as your own. If you identify yourself as a Capital School District staff member online, it should be clear that the views expressed are not necessarily those of Capital School District. Use a disclaimer such as:

“The postings on this site are my own and do not necessarily represent Capital School District’s positions or opinions.”

This standard disclaimer does not by itself exempt Capital School District employees from a special or personal responsibility when posting online.

PROHIBITED CONDUCT

~~Employees are prohibited from engaging in, accessing, or otherwise using social media during work time.~~

~~As stated above, personnel's online activity, including participation in social media, is subject to the same standards of conduct applicable to in-person communications and activities. The following non-exclusive list is intended to address some issues that are of particular importance to the Capital School District, refer to Capital School District Acceptable Use Policy (#200-11).~~

~~Employees are prohibited from engaging in any of the following in their online activities and posts:~~

- ~~1. — Promoting illegal activity, including the use of illegal drugs;~~
- ~~2. — Promoting or endorsing violence;~~
- ~~3. — Comments that are disparagement, defamatory, discriminatory, harassing or false of co-workers, supervisors, members of the public with whom you interact as a result of your employment;~~
- ~~4. — Directing any negative comment towards or about any individual or group based on race, religion, gender, disability, sexual orientation, national origin, citizenship, or other characteristic protect by law;~~
- ~~5. — Disclosure of any confidential information.~~
- ~~6. — Employees are prohibited from establishing personal relationships with students that are unprofessional and thereby inappropriate. Examples of unprofessional relationships include, but are not limited to: employees fraternizing or communicating with students as if employees and students were peers such as writing personal letters or e-mails; "texting" students; Social Media web sites, calling students on cell phones or allowing students to make personal calls to them unrelated to homework or class work; sending inappropriate pictures to students; discussing or revealing to students personal matters about their private lives or inviting students to do the same (other than professional counseling by a school counselor); and engaging in sexualized dialogue, whether in person, by phone, via the internet, or in writing.~~
- ~~7. — Posting, uploading, or sharing any recording or images (including audio, pictures, and videos), taken in the workplace or at any Employer-sponsored event without the express advance authorization from the building principal and/or district administration.~~

~~Employees who are found to have engaged in inappropriate behavior will be subject to disciplinary measures, up to and including termination of employment.~~

DUTY TO REPORT

~~Employees have a duty to report inappropriate use of social media by another staff member, just as you have a duty to report harassment or other inappropriate workplace conduct. Thus, any~~

~~staff member who observes or becomes aware of the violation of this Policy by another staff member has the duty to provide such information to your immediate supervisor and cooperate fully in any subsequent investigation. Failure to report **inappropriate social-media use or other violations of this policy by another staff member may constitute, by itself, conduct that warrants corrective action** — regardless of whether the reportable conduct is subject to such corrective action. All employees should contact the Human Resource Office at 672-1507.~~

~~Violations of this policy can come from external sources and will be appropriately reviewed and investigated by district administration (e.g. parents, students, other individuals, etc.)~~

1. Purpose

Capital School District recognizes social media as a useful tool for sharing timely information, celebrating students and staff, and strengthening family and community engagement. This policy establishes expectations for official Capital School District social media accounts, protects student privacy, promotes accessibility and security, maintains professional boundaries, supports compliance with public records requirements, and strengthens public trust.

Social media supports the District's broader communication efforts, including its websites, mass-notification systems, student information systems, and other official communication channels. It is not intended to be the primary method for addressing questions or concerns involving a specific student or situation. Families who need assistance with an individual question or concern are encouraged to contact their school or the appropriate District department directly.

2. Scope

This policy applies to all accounts used to communicate on behalf of Capital School District and to all individuals authorized to create, manage, or publish through those accounts. The provisions addressing employee interactions with students also apply to personal social media accounts. This policy is not intended to regulate lawful personal expression. Personal account activity remains subject to applicable law and District policies governing confidentiality, professional boundaries, employee and student conduct, use of District resources, and the improper representation of District authority.

3. Definitions

Official Account — A social media account authorized by Capital School District to communicate District or school-related information.

Designee — An employee or other individual authorized to manage or publish through an Official Account.

Social Media — An online platform primarily designed for users to create or share content and interact with others through public or group-based accounts, profiles, pages, or communities.

4. Authorization, Ownership, and Access

4.1 Prior approval

All Official Accounts must be reviewed and approved by the Public Relations Specialist, Office of Technology, and Superintendent or designee before they are created or used. Administrative access to Official Accounts shall be maintained by the Office of Technology.

4.2 District ownership

Official Accounts and content created on behalf of Capital School District are District assets. The District retains the right to access, manage, modify, preserve, transfer, or remove those accounts and content. Official Accounts shall be established and maintained so that the District retains administrative access when personnel or assignments change.

Content published without authorization or outside the scope of an individual's assigned responsibilities does not represent the position of Capital School District and may be corrected or removed. Employees may be subject to corrective or disciplinary action in accordance with applicable District policies, laws, and employment agreements.

4.3 Individually assigned access

Access shall be limited to authorized designees using District-approved account-management methods. Personal credentials shall not be shared. Principals, supervisors, or their designees shall promptly notify the Office of Technology when an individual is no longer authorized to manage or publish through an Official Account so that access can be removed.

4.4 Official-account identification

Capital School District shall maintain a directory of Official Accounts. No employee may create or operate an account that represents or reasonably appears to represent Capital School District without prior approval and inclusion in the directory. Capital School District may require an unapproved account to remove District names, logos, or other official branding or to be discontinued.

5. Account Administration

5.1 Responsibility

The principal or District administrator responsible for an Official Account shall identify appropriate Designee(s) and ensure they understand applicable requirements for privacy, accessibility, security, records retention, content management, and incident reporting.

5.2 Useful communication

Official District Accounts shall be maintained in a manner that supports timely, accurate, and useful communication and encourages appropriate engagement with students, families, staff, and the community.

5.3 Security and continuity

Official Accounts shall use District-approved security and recovery controls. Suspected compromise, unauthorized access, impersonation, or loss of account control shall be reported promptly in accordance with District procedures.

6. Official Content Standards

6.1 Public purpose and authority

Content published through an Official Account shall support the work and mission of the Capital School District and shall be published only by an authorized Designee acting within the scope of their responsibilities.

6.2 Accuracy and corrections

Designees shall make reasonable efforts to ensure published information is accurate and may correct routine errors within the scope of their responsibilities. Significant errors or sensitive matters shall be referred to the appropriate District administrator in accordance with District procedures.

6.3 Accessibility

Content published through an Official Account shall be accessible to individuals with disabilities in accordance with applicable law and District standards. Capital School District shall use available accessibility features and provide equivalent access to essential information.

6.4 Intellectual property

Content published through an Official Account shall comply with applicable intellectual property requirements. Third-party materials may be used only when Capital School District has permission or other legal authority to use them.

6.5 Artificial intelligence and altered media

Artificial intelligence and other editing tools may be used to assist with general informational content when their use is consistent with District standards. These tools shall not be used to create or alter District logos, mascots, or other official brand elements. Approved branding must be added separately using District-provided files and established design standards. All materials remain subject to review for accuracy, privacy, accessibility, intellectual property, design quality, brand consistency, and professional conduct. Content that misrepresents an actual person, event, statement, or endorsement is prohibited.

7. Privacy, Confidentiality, and Media Use

7.1 Privacy compliance

Content published through an Official Account shall comply with applicable privacy and confidentiality laws and District requirements.

7.2 Protected and sensitive information

Official Accounts shall not disclose confidential student or personnel information or other information protected by law or District policy. Information that could create a safety or privacy concern shall not be published.

7.3 Student Images, names, and work

Student names, photographs, recordings, and student-created work may be shared when permitted by District procedures and when no applicable parent, guardian, or eligible-student restriction is in effect.

7.4 District and school responsibility

Capital School District shall maintain a process for recording and communicating media-use restrictions. Principals shall ensure that Designees have the information necessary to honor those restrictions.

8. Emergency Communications and Livestreaming

8.1 Emergency communications

Emergency, crisis, closure, and other urgent operational communications shall be coordinated through the District Office and distributed through authorized emergency-communication processes. Official school accounts may share or repost approved District communications but shall not independently originate emergency communications unless authorized to do so.

8.2 Livestreaming

The Office of Technology or the Superintendent's designee shall approve and coordinate livestreaming through Official Accounts. Schools shall not independently initiate livestreams unless authorized to do so.

9. Community, Commercial, and Civic Content

9.1 Governing requirements

Community, commercial, fundraising, political, and other third-party content shared through an Official Account shall comply with the District's Distribution, Advertising, and Solicitation of Materials Policy #200-30 and applicable procedures.

9.2 Third-party information

The sharing of approved third-party information through an Official Account does not constitute endorsement by Capital School District.

9.3 Paid promotion

District funds shall not be used to purchase social media advertising or other paid promotional placement unless authorized by the Superintendent or designee.

9.4 Political and civic content

Official Accounts shall not support or oppose a political party or candidate or advance an individual's personal political views. Capital School District may share authorized, nonpartisan information about proposed or enacted governmental actions and their potential effect on District operations, students, staff, or the community.

10. Public Participation and Moderation

10.1 Participation features

The District may enable, limit, or disable comments and other public-participation features as permitted by law and consistent with the purpose of an Official Account.

10.2 Published standards

Capital School District shall maintain clear standards governing public participation through Official Accounts, including the circumstances under which content may be hidden, removed, or otherwise restricted and users may be limited or blocked. When public participation is permitted, those standards shall be made reasonably available to users and applied consistently with applicable law and the purpose of the Official Account.

10.3 Viewpoint neutrality

Comments shall not be removed, hidden, or restricted, and users shall not be blocked, simply because they criticize or disagree with Capital School District, its schools, programs, or decisions. Published standards shall be applied consistently, and moderation actions shall be documented and retained in accordance with applicable records requirements.

11. Professional Boundaries and Personal Accounts

11.1 District-related student communication

Employees shall not use personal social-media accounts to establish personal connections or exchange private communications with current students when the contact arises from the employee's role within the District. District-related communication with students shall occur through authorized, transparent channels.

11.2 Independent relationships

This provision does not prohibit connections arising from family or from personal, religious, civic, athletic, or community relationships that exist separately from the employee's role within the District. Employees remain responsible for maintaining appropriate professional boundaries and complying with all confidentiality and conduct requirements.

11.3 Personal-account credentials

Capital School District shall not require an employee to provide access to a personal social-media account or personal device except as permitted by law and coordinated through Human Resources. The District may manage an employee's assigned access to an Official Account or District-provided account or device without obtaining credentials to the employee's personal accounts.

11.4 Personal expression

Employees using personal social-media accounts shall not represent that they are speaking on behalf of Capital School District. Personal accounts remain subject to applicable confidentiality, professional-conduct, and intellectual-property requirements.

~~11.5 Personal charitable activity and District-related requests~~

~~Employees may engage in lawful personal charitable activity through personal social-media accounts, including general, voluntary requests for goods or services to assist another person, provided the activity does not identify or make reasonably identifiable a student or family; use District communication channels, records, contact lists, logos, or other District resources; use direct messages, classroom or school-specific groups, targeted audience lists, or other targeted communications to solicit students or families because of the employee's District role; or state or~~

~~imply that the request is made by or on behalf of the District, a District school, classroom, program, activity, or student.~~

~~A post made to an employee's general personal audience is not considered a targeted solicitation merely because a parent or guardian can view the post or became personally connected to the employee through the school community.~~

~~Requests that identify or reasonably appear to be made by or on behalf of a District school, classroom, program, activity, or student, or that invoke the employee's District role, shall follow a District-approved process. Employees shall not establish or personally administer a crowdfunding campaign for a District school, classroom, program, activity, or a student need learned through employment except through a District-approved process.~~

12. Records, Reporting, and Accountability

12.1 Public records

Records associated with Official Accounts shall be managed in accordance with applicable public records laws, approved records retention schedules, legal holds, and District procedures.

12.2 Significant incidents

Suspected compromise or misuse of an Official Account, unauthorized disclosure of protected information, and other significant social-media incidents shall be reported promptly in accordance with District procedures. Urgent incidents shall be reported through the fastest reasonable method, with documentation completed as part of the response process.

12.3 Accountability

Violations of this policy shall be addressed through appropriate corrective or disciplinary action in accordance with applicable law, collective bargaining agreements, due process requirements, and District policies.

13. Administration

13.1 Administrative procedures

The Superintendent or designee shall issue and maintain administrative procedures necessary to implement this policy.

13.2 Policy Acknowledgment

Designees shall be provided with this policy and applicable administrative procedures when access to an Official Account is granted.

End Presentation