OCSU SOCIAL MEDIA GUIDELINES

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Orleans Central Supervisory Union supports the use of online social media to facilitate district programs, departments, and school sites in building a more successful parent, community, student, and employee network. This document contains OCSU's guidelines regarding the use of online social media.

A. **Definitions**:

"Social Media" includes but is not limited to the various online technology tools that enable people to communicate easily over the Internet to share information and resources. Social media can include text, audio, video, images, presentations, and other multimedia communications. Social media websites provide for information sharing and interaction through user-generated content.

"Technology" includes but is not limited to personal computing and communications devices (computers, tablets, cellphones, etc.), Internet connectivity (including supporting devices like wireless and infrastructure), storage devices and services, or any wireless communication device.

"District Technology" is that which is owned or provided by the district or supervisory union and are subject to OCSU policies and procedures including these guidelines. Students and staff should not expect privacy in the contents of their personal files on the district's Internet system or other district technology, including email and social media posts.

"Personal Technology" is technology that is not owned by or provided to the user by the district or supervisory union. To the extent that the user accesses or connects to district owned resources to use personal technology, the user foregoes any expectations of privacy in the contents of their technology on the district's resources, including email and social media posts. Further, the users by accessing OCSU owned resources are subject to the same monitoring and

behavior expectations as those using district technology, including all OCSU policies and procedures, including these guidelines.

"OCSU" refers to both the supervisory union and the individual schools/sites comprising the supervisory union.

"Content owners" are teachers and any other OCSU employee who are posting to and managing our general or authorized accounts and social media resources. Content owners are the main audience for these guidelines.

"General Accounts" are the official Facebook, Twitter, Blogs, Websites, YouTube and other social media sites, pages and accounts established as the primary source of information about the school and/or supervisory union and maintained by the school's administration and social media director or designee. They are the official public presence of the supervisory union and/or school district.

"Authorized Accounts" are the social media accounts, sites and pages authorized by the administration under the terms of these guidelines for the approved purposes that may provide information about a subset of OCSU such as a team, club, classroom, grade level or otherwise be directed to communicating to a specific group within the OCSU community.

"Affiliated Account" are the social media accounts, sites and pages authorized to be linked or otherwise connected to the official general accounts of the district after approval by the superintendent, principal or their designee following the procedures outlined within these guidelines. These are not school sponsored accounts and are not maintained by school employees. An example of an affiliate group is the school's parent teacher organization or a booster club.

B. **Official OCSU Social Media Presence**

These guidelines are tailored primarily to social networking sites. Some examples include but are not limited to:

Facebook (http://www.facebook.com)

Instagram (http://www.instagram.com)http://www.instagram.com)

Snapchat (http://www.snapchat.com)

Twitter (http://www.twitter.com)

YouTube (http://www.youtube.com)

Front Porch Forum (http://frontporchforum.com/)

Blogs

C.   **Requisite Authorization**

1.   Any account, site, or page that will establish a social media presence for the supervisory union on any platform including but not limited to such school related accounts as clubs, teams, field trips, courses, or other groups associated with the supervisory union must be authorized in advanced by the superintendent or designee.

2.   Any account, site or page that will establish a social media presence for the School on any platform, including but not limited to such school-related accounts as clubs, teams, field trips, courses, or other groups associated with the school, must be authorized by the building administrator or designee.

3.   Any account, site or page that existed prior to the issuance of these guidelines must seek approval within 10 days of the issuance of these guidelines or be taken down and otherwise closed. Failure to seek authorization may result in a report to have the page removed from the platform it was created on and may result in disciplinary action.

4.   All authorized accounts, sites and pages will be subject to review, editing, and removal consistent with these guidelines.

5.   To request authorization for a supervisory union or school-related site, please utilize the form attached to these guidelines. Please note that for emergency purposes each OCSU authorized or affiliated site or social media account must name the supervisory union's social media coordinator as an administrator. However, the content owner and building

administrator (or designee for shared personnel) shall be responsible for monitoring and maintaining these sites and accounts.

D.   Affiliated Group Accounts, Sites and Pages - Authorized school and supervisory union websites and social media accounts shall maintain a clear separation from accounts operated by affiliated groups such as parent-teacher groups. However, a link between the school and the affiliated group's online resources is permissible with prior authorization. The superintendent and principal will have the authority to approve affiliated group relationships between the school's general and authorized accounts, sites and pages and an affiliated group's account, site and pages. Approval will be contingent upon but not limited to the following: the group's agreement to comply with supervisory union policies and procedures including these guidelines, and posting or references to specific school district polices as appropriate such as the fundraising policy for parents groups.

E. Use of School and/or SU Logos - The use of the Orleans Central Supervisory Union logo(s) on a social media site must be preapproved by social media coordinator (for SU resources) or school designee (for school resources). Upon approval, the requestor will be provided access to the logo requested.

F. General OCSU Sites and Accounts - OCSU's general social media sites, including but not limited to blogs, Facebook and Twitter accounts, will be managed by the social media coordinator and/or school designee. Duplicate, unofficial sites shall be reported and investigated.

G.   Sponsors and Advertising - Sponsor logos are permissible on district-related websites, with the prior approval of the site administrator. The page must also include or link to contact information for an individual who can provide information about sponsorship. Advertising for third-party events or activities unassociated with official district business is strictly prohibited. See policy H4.

H.   Content Disclaimer – Any official OCSU social media sites created and monitored by OCSU's social media coordinator or school designee open to public comment will have the following:

"This site may contain user-created comments and content (images, etc.) which are not endorsed by the supervisory union or school. The site administrator reserves the right to delete any user-created comments and content found to be in violation of OCSU policies, including but not limited to the Acceptable Use Policy, the Prevention of Harassment, Hazing, and Bullying of Students, and the Harassment of Employees Policy and/or found inappropriate in promoting a positive school climate."

Before any post or comment is deleted the content manager must follow the process in D5.

All unapproved work-related social media posts fall under the same process as section C1 of this document.

D. **Maintenance and Monitoring Responsibilities**

Content Owners are responsible for monitoring and maintaining official presences on social media sites as follows:

1.   Content must conform to all applicable state and federal laws, as well as all school district and supervisory union policies and procedures.

2.   Content must be kept current and accurate, posting reminders may be provided by the social media coordinator.

3.   Content must not violate copyright or intellectual property laws, and the content owner must secure the expressed consent of all involved parties for the right to distribute or publish recordings, photos, images, video, text, slideshow presentations, artwork, or any other copyright protected materials.

4.   Content must not violate privacy rights. Before posting any photographs or other media of students, content owners shall review the list of students whose parents/guardians have not consented to having their child's photograph taken or published. No student photographs or other media representation (including but not limited to audio recording, video recording, or student work) should be published for personal, promotional use or any other non-school related purpose.

    Before posting any photographs or other media of staff, content owners shall review the list maintained by the social media coordinator.

 5.   All postings and comments by users are monitored and responded to as necessary on a regular basis. Postings and comments that violate supervisory union and/or school policies and procedures or these guidelines will be reported, investigated and may be subject to removal and other consequences as outlined below. Decisions to remove or delete a post or comment shall follow the posting and comment removal process:

> a. Have the post reviewed by the content owner **and** your administrator. The administrator or the content owner should have a phone or personal conversation with the person posting the offensive item before any other action is taken.
> b. If the person who posted the comment does not delete it, the content owner should delete the comment, then contact the OCSU social media coordinator to note what the comment was, who made the comment, when it was posted and deleted, why it was deleted, who reviewed it.

6. All content owners must follow the following guidelines for ADA-compliance:

Facebook - https://www.facebook.com/help/141636465971794

Twitter - https://support.twitter.com/articles/20174660

7. Best practice recommends that content owners request that a second person review all photographs and other content prior to publication. A second person may catch issues that the first set of eyes overlooked.

E. **Personal Accounts and Devices Guidelines**

1. Although staff members enjoy free speech rights guaranteed by the First Amendment to the United States Constitution, certain types of communication, typically by virtue of their subject matter may relate enough to school to have ramifications for the author or subject at the district site.

    When using OCSU technology, electronic communication is governed by the OCSU acceptable use policy (G11) and related mandated trainings, which will be enforced accordingly. Students and staff should not expect privacy in the contents of their personal files on the district's Internet system or other district technology, including email and social media posts. The use of OCSU technology is a privilege, not a right.

2. Use of personal technology/devices may violate the district's acceptable use policy if the SU reasonably believes the conduct or speech will cause actual material disruption of school activities or a staff member's ability to perform his or her job duties.   By accessing school owned resources using personal technology and devices, students and staff should not expect privacy in the contents of their personal files on the district's Internet system or other district technology, including email and social media posts. The use of OCSU technology is a privilege, not a right.

3. Off-campus Internet usage is largely unrelated to school; however, in certain circumstances, courts have held that the off-campus online communications may be connected enough to campus to result in either student or staff-member discipline.

   Because online content can be spread in mere seconds to a mass audience, OCSU encourages employees to ask themselves before posting any information online whether they would be comfortable having this information printed in the newspaper alongside their photo. If you would not bring it into the classroom, do not post it online!

4. Staff Use of Personal Technology
   a. Limit On-Duty Use – Staff members are encouraged to limit their personal technology use during duty hours. Use of Personal Technology for non-OCSU business should be limited to off-duty time and designated breaks as explained in the OCSU Acceptable Use Guidelines for Electronic Communications Mandatory Training.
   b. Work/Personal Distinction – Staff members are encouraged to maintain a clear distinction between their personal social media use and any OCSU-related social media sites.
   c. Student Photographs and Media – Absent written parent permission for the particular purpose, staff members may not send, share, or post pictures, text messages, e-mails or other material that personally-identifies district students in electronic or any other form of Personal Technology. Staff members may not use images of students, e-mails, or other personally-identifiable student information for personal gain or profit.
   d. Professional Effectiveness – District employees must be mindful that any Internet information is ultimately accessible to the world. To avoid jeopardizing their professional effectiveness, employees are encouraged to familiarize themselves with the privacy policies, settings, and protections on any social networking websites to which they choose to subscribe and be aware that information posted

online, despite privacy protections, can be made public and put under scrutiny of administrator and colleagues or exposed to OCSU students. It is the responsibility of the employee to review these privacy policies.

e. Personal Social Networking & Media Accounts – Before employees create or join an online social network, they should ask themselves whether they would be comfortable if a 'friend' decided to send the information to their students, the students' parents, or their supervisor. Staff must give serious thought to the implications of joining an online social network.

f. Responsible Online Identity Monitoring – Employees are encouraged to monitor their 'online identity,' by performing search engine research on a routine basis in order to prevent their online profiles from being fraudulently compromised and/or to track information posted about themselves online. Often, if there is unwanted information posted about the employee online, that employee can contact the site administrator in order to request its removal.

g. Friending OCSU Students – Employees should not have online interactions with students on social networking sites outside of those forums dedicated to academic use. OCSU employees' social networking profiles and personal blogs should not be linked to OCSU students' online profiles. Additionally, OCSU employees should use appropriate discretion when using social networks for personal communications and should limit this activity to off-duty hours and the use of their own electronic communication devices.

h. Contacting Students – OCSU employees should only contact district students for educational purposes or for OCSU-related business (clubs, sports, etc.) and must never disclose confidential information possessed by the employee by virtue of his or her OCSU employment.   When in doubt, contact your building administrator.

F.   Violations of OCSU Policies, Procedures and Guidelines

1.   Postings and comments that violate school district policies and procedures including these guidelines may be reported and/or deleted.

2.   All postings made by content managers shall be directly related to official OCSU business and will be for informational purposes only.

3.   All postings made by content managers, school board members, OCSU employees, and students must comply with OCSU policies, procedures including these guidelines. If a violation is found, the content manager, employee or student may be subject to disciplinary action and access to technology may be revoked.

4.   Postings made by individuals not employed by or enrolled in OCSU that violate OCSU policies, procedures and stated posting and user requirements and agreements of OCSU and/or the social networking site host, owner or provider, i.e. Facebook, Twitter, etc., may be deleted and/or reported to the appropriate agency and/or service provider.

5.   Failure of employees to follow these guidelines may result in disciplinary action up to and including dismissal as provided by the applicable state or federal law, collective bargaining agreement and/or school board policy. Misconduct and/or other conduct unbecoming an educator will be reported to the Vermont Agency of Education. Any suspected child abuse and/or neglect will also be reported as required by law.

SOCIAL MEDIA SITE AUTHORIZATION FORM

Employees of Orleans Central Supervisory Union who wish to create and maintain an official Supervisory Union or school presence on any social media site must have a copy of this completed form on file in the building administrator's office and a copy submitted to the social media coordinator prior to a social media site's activation. A signed hard copy filed electronically is acceptable. Note: once authorized by a school principal or designated administrator, the social media site administrator and their supervisor are fully responsible for regular monitoring of the site, appropriate on-line conduct and adhering to the district's official Social Media Guidelines. Social media sites cannot be activated until this authorization form is approved.

Email this form to ocsusocialmedia@ocsu.org

Date: _____

School Site(s): _____

Employee Name: _____

Employee Role: _____

District e-mail: _____

Resource requested:

Purpose of presence on social media site:

SITE ACCOUNT INFORMATION

E-mail address associated with site:

User name:

All individuals with site account access:

Name:

Title:

Name:

Title:

Name:

Title:

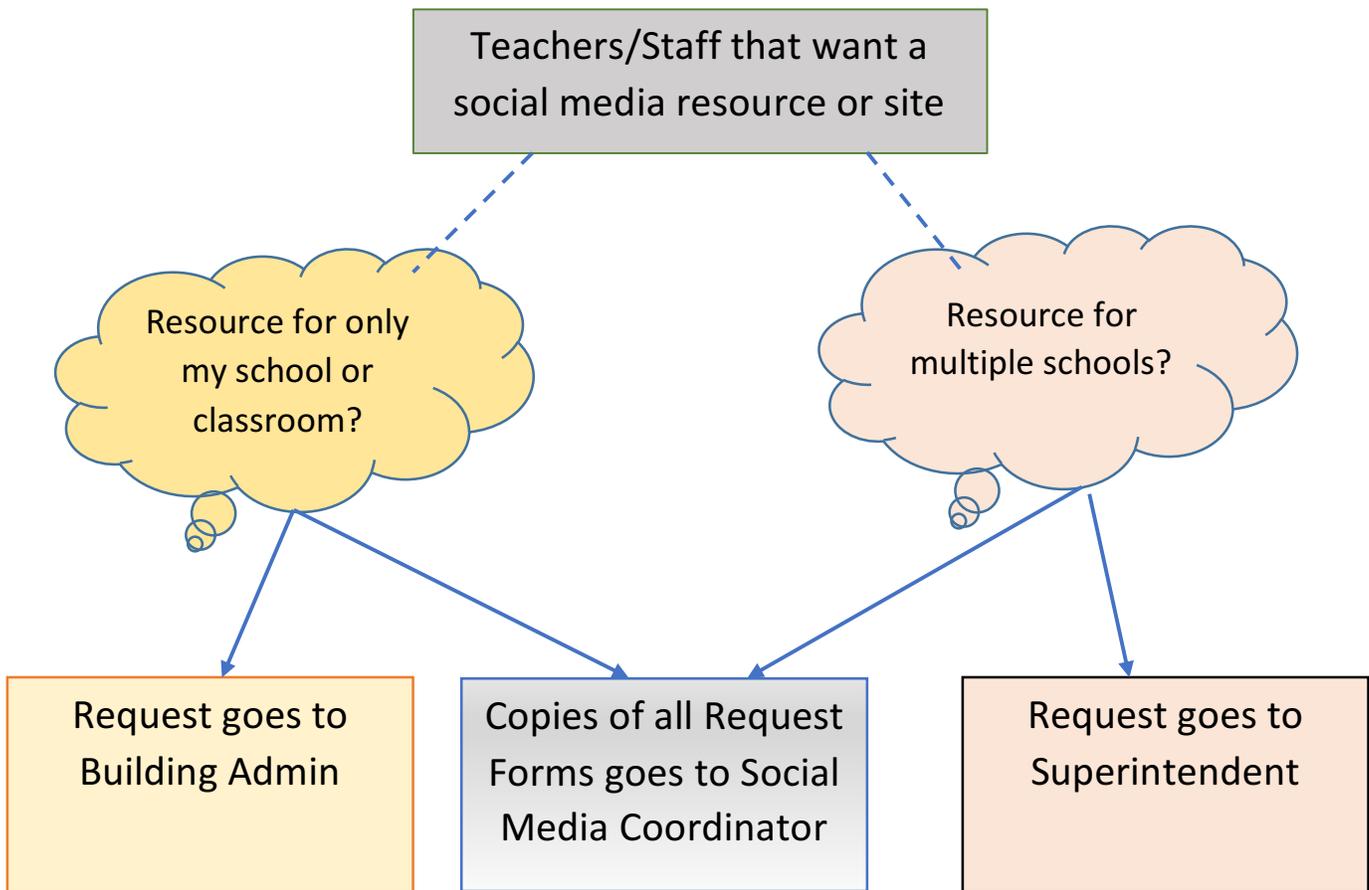AUTHORIZATION BY ADMINISTRATOR (see C1):

Name:

Signature:

Date

*New Facebook sites must be created as a "Business" or "Place" – "Personal" sites are not acceptable for conducting official Supervisory Union or school business. As a requirement, the social media coordinator must be named as a site administrator by granting administrator access using ocsusocialmedia@ocsu.org. The social media site's administrator and school principal are 100% responsible for monitoring the site and adhering to the district's official Social Media Guidelines.

Appendix A: Flowchart for Requesting Social Media Resource Approval

Teachers/Staff that want a
social media resource or site

Resource for only
my school or
classroom?

Resource for
multiple schools?

Request goes to
Building Admin

Copies of all Request
Forms goes to Social
Media Coordinator

Request goes to
Superintendent

Explanation of flowchart:

1) If the request is for a single classroom, department, club, sports team, or school, the request goes to the building administrator or designee, with all approved request forms being sent by the staff member to the OCSU social media coordinator.
2) If the request impacts more than one school (examples: social media account for an SU-wide science fair or site for a middle school track event), it goes to the superintendent, with the staff member sending approved forms to the social media coordinator
3) When in doubt, ask your building admin for clarification.

Appendix B: Social Media Planning Tool

See OCSU website for possible tool to use.

Appendix C: Social Media Plan FAQ's and Reminders:

1) Check with social media coordinator before using a hashtag for the first time to verify it is not being used by another organization/for a different purpose.

2) Remember to follow the flowchart when requesting a new social media resource. Check with your administrator if you have questions.

Appendix D: Social Media Do's and Don'ts

Do: Keep messages positive

Don't: Propagate negative messages

Do: Post reminders of important events

Don't: Forget not everyone has access to tech

Do: Share good news about students

Don't: Post student images unless you verify you have permission

When in doubt, ask your administrator.