

## **AMHERST, MONT VERNON, SOUHEGAN, and SAU39 POLICY**

### **KD - SCHOOL DISTRICT SOCIAL MEDIA WEBSITES**

The School Board recognizes the value of technology such as social media in promoting community involvement and collaboration. The purpose of any official district social media 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 accounts 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 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 shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. By creating these official accounts 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 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.

The District will not require, compel or request that any student provide his/her personal or private social media account information with relation to any District social media service.

Students, parents, staff and members of the public are hereby given notice that the District reserves the right to and will monitor all District social media. As such, there is no expectation of privacy for information posted on, sent to or received by the District's social media.

#### **Definitions**

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

"**Official district social media**" is an account on a platform authorized by the Superintendent or designee. Accounts 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.

### **Guidelines for Content**

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

The Superintendent or designee shall ensure that official district social media 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.

All social media content must comply with all policies and regulations of the district and all state, federal and international laws concerning copyright, intellectual property and use of computers. All content must be appropriate, decent, in good taste, and not intended to harass, demean or offend individuals or groups. Offensive content includes, but is not limited to materials, which offend religious and racial groups, constitute sexual harassment, or contain violence and profanity.

Correct grammar and spelling should be used, documents should be of high quality in both style and presentation. Any unedited work by students will be identified as such.

### **Copyright**

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

See Also: KD-R, Administrative Regulations

### **Legal References:**

*RSA 189:70, Educational Institution Policies on Social Media*

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New Sample Policy: September 2013

Adopted: January 21, 2021 (SAU)