For the purposes of this policy, “District” includes SAU activities on behalf of the Districts.

GENERAL GUIDELINES:

The District's online platforms should be set up as page(s)/account(s) separate from individual user profiles. The main page of every District-sponsored online platform should indicate it is the "Official page/platform/site (or other, as appropriate) of the School District."

The platforms will be used primarily for broadcasting purposes. School District platforms will provide current information regarding district programs, activities, and operations, appropriate for all audiences and consistent with the goals and purposes of this policy and regulation.

The District may send direct messages, link to, connect to, follow, endorse and/or recommend other social media and/or internet entities with objectives that are consistent with the educational mission of the District or that the District has engaged for mission purposes.

Individuals may be permitted to post comments. The District will not respond to comments in social media formats. The platform administrator(s) is (are) authorized to manage the platform settings and content. The administrators are authorized to block/remove users and postings/comments that do not support the educational mission of the District and to remove or not post any comments at any time, for any reason.

All content on the District's platforms must relate to education, curriculum, instruction, school authorized activities and athletics, school or district news or general information relating to work, activities and accomplishments of the District and its staff and students, as representatives of the District.

Official district 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.

Students, staff, or other individuals may not use the district's platforms to provide access to their personal pages on other platforms or online services.

Any posting of prohibited content, deliberate tampering with or misuse of official district platforms or equipment will be considered vandalism and shall be subject to discipline in accordance with district policies and administrative regulations.

The use of a District’s official social media platforms or web pages for commercial activity, non school related fund-raising, political lobbying activities is prohibited.

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.
MONT VERNON POLICY

Posting of photographs or videos of students in violation of any law or regulation is not permitted. Obscene images and videos will not be posted.

To the extent possible, the content posted on District-sponsored online platforms are preserved and archived using policies and procedures that are consistent with the District's records retention and disposal policies.

Legal References:
- RSA 189:70, Educational Institutional Policies on Social Media

ADOPTED: June 14, 2018