

KD / KDC - SCHOOL DISTRICT ONLINE PUBLISHING

Category: Recommended (Combined) See also JICE

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

General

The Board recognizes the value of publishing District-related content in online platforms, such as social media, web-based, and other platforms, in promoting communication, community involvement and collaboration. The purpose of any official online District publishing shall be to further the District's vision and mission, support student learning and staff professional development, and enhance communication with District stakeholders, such as students, parents/guardians, staff, and community members. Accordingly, the Superintendent is authorized to establish official District online publishing platforms for the purpose of sharing information among the District, the community, and the world about school curriculum, activities, programs, activities, operations, and other information relating to the District's schools.

Online publishing platforms that are created and maintained by organizations or individuals other than the District and that contain references to any students, staff, or facilities of the District are not considered official platforms, and the District will not be responsible for any related content.

Establishment of Regulations

The Superintendent or designee will establish administrative regulation, guidelines, and protocols for official District online publishing to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

Limitation of Public Comments

Official District online publishing platforms shall be used only for their stated purposes and in a manner consistent with this policy, related Board policies, and administrative regulations. By creating these official platforms 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.

Privacy

The Superintendent or designee will ensure that any posts made by the District on online platforms will protect the privacy rights of students, parents/guardians, staff, Board members, and other individuals.

The District will not require, compel, or request that any student provide personal or private online account information with relation to any official District online publishing platform.

No student or other third party email address or other direct contact information, whether from a personal account or a District account, may be listed on any official District online publishing platform without express consent of a parent/guardian or the third party. District email addresses of staff, however, may be published on official District online publishing platforms. Official District online published content shall not contain personal student information other than names unless prior permission has been granted by a parent / guardian. The relevant school Principal is to be contacted as the consultant in special circumstances where awards or events warrant publicity of this nature. Online published content may contain pictures of students and staff

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involved in school-related activities or as approved by the Principal, Department Head, Superintendent, or respective designees. Student work as well as photos of students illustrating student projects and achievements may be considered for publication online. If parents/guardians do not want their child's work or photo to be published in this manner, may opt out annually on the registration form or at any time by contacting the school administration.

Students, parents/guardians, staff, and members of the public are hereby given notice that the District reserves the right to monitor all online District publishing. As such, there is no expectation of privacy for information posted by, sent to, or received by third parties on the District's online publishing platforms.

Organizational Responsibility

District online publications are official publications, and must follow similar guidelines as other district publications (See Policy JICE). For district-wide Department online publishing, the Department Director has primary responsibility for the content. For individual School online publishing, the Principal has primary responsibility for the content. All information published must be approved by these individuals or their designees. The Superintendent acts as the final authority when issues arise concerning potentially sensitive content.

All official postings will be performed by authorized individuals only through official District platforms. These individuals must have been provided with secure access by the Technology Department and have been given approval by the District's Department Head, Principal, Superintendent, or respective designees. Technology Department Staff reserve the right to remove any content that adversely affects the operation of the District's technology resources.

Publishing privileges are provided to students and staff through individuals who have been authorized by the Superintendent, school Principals, Department Directors, or respective designees. Content creators need to familiarize themselves with – and practice – the following Publishing Standards, or content will not be published.

Publishing Standards

All official District online publishing must comply with all Board policies, all regulations (see KD-R) of the District, and all relevant laws concerning copyright, intellectual property, and use of technology resources. When appropriate, content must include a statement of copyright, and an indication that permission has been secured to include copyrighted materials.

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. Factual information must be able to be documented. All content must identify affiliation with the District, and provide a path to the appropriate School or the Department's main online page; clear navigational links are preferred.

Accuracy of links on the official District online publishing platforms will be reasonably maintained but is not guaranteed.

See Also: KD-R, Administrative Regulations

Legal References:

RSA 189:70, Educational Institution Policies on Social Media

ADOPTED: June 4, 2018