

DISTRICT OR SCHOOL-OPERATED SOCIAL MEDIA

The district recognizes the value in utilizing social media sites to promote events, student success stories, clubs, athletics, and other programs related to the education of students, as well as a means of disseminating important information relating to the district such as board information, school closures, upcoming athletic or club events, and other time-sensitive information.

The district has established policies and procedures relating to creation of school, program or social media sites. The purpose of this policy is to establish community use regulations and guidelines for all district or school-operated social media sites.

Postings to the Community shall be limited to the subject matters of district or school postings. It is not the intent of the district to create or provide an unlimited or open forum for discussion on any topic on district or school-operated social media sites. Postings that are not related to a district or school posting or are inappropriate as defined in policy 481 Social Media will be removed by the Communications Director or other designated content manager. Persons making comments or posts to the district’s social media sites are requested to show respect for all individuals and maintain civil discourse. The district reserves the right to monitor district and school-operated social media sites and to remove comments or posts thereto that violate district policies or state or federal law. Repeat offenders posting inappropriate, false, offensive, harassing or threatening information will be removed as participants.

Users may not use the name of the district or its logo or marks, including those of the district or its individual schools, clubs, athletic teams, or other programs, in any form in social media or websites not owned by or related to the district or in forums or discussions to express or imply the official position of the district without the express written permission of the superintendent or designee. When such permission is granted, the posting must state that the statement does not represent the position of the district. Employees may not use or post the district or school logo, motto, slogan, mascot, or other district branding to promote their own purposes without the written permission of the superintendent, building principal, or designee.

Users and visitors to district or school-operated social media sites will be notified on each social media site that the intended purpose of the site is to serve as a mechanism for communication between the district or school and students, parents/guardians, and members of the community. All district and school-operated social media sites will include a hyperlink to the responsible use guidelines set forth in Policy 942. Any content that is removed based on this policy or the responsible use policy will be retained, including the time, date, and identity of the poster, when available, in accordance with the district’s records retention policy.



LEGAL REFERENCE:

Idaho Code Sections

33-133 – Definitions – Student Data – Use and Limitations - Penalties

33-506 – Organization of Board of Trustees
33-512 – Governance of Schools
74-101 *et seq.* – Idaho Public Records Act

IDAPA

08.02.02.076 – Code of Ethics for Idaho Professional Educators
08.02.02.077 – Definitions for Use with the Code of Ethics for Idaho Professional
Educators
20 U.S.C. §1232g – Family Educational Rights and Privacy Act
34 C.F.R. Part 99

CROSS-REFERENCE:

481 – Social Media
942 – Responsible Use of Internet, Computer and Network Resources

ADOPTED: February 13, 2024

AMENDED: