



STAFF SOCIAL MEDIA GUIDELINES

The Mill Valley School District supports the use of online social media to facilitate district programs, departments, and school sites to engage parents, community members, students, and employees. This document contains Mill Valley School District's guidelines regarding the use of online social media.

A. Definitions: "Social Media" includes 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, podcasts, and other multimedia communications. These platforms not only provide information, but also allow for interaction.

"Technology" includes computers, laptops, the Internet, telephones, cellular phones, tablets, personal digital assistants, pagers, MP3 players, USB drives, wireless access points (routers), or any wireless communication device.

"District Technology" is that which is owned or provided by the district.

"Personal Technology" is non-district technology.

B. Official District Social Media Presence

These guidelines are tailored primarily to social networking sites. Some examples include:

- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn
- Blogs
- Vimeo
- Any district social media site

C. Requisite Authorization for Official District Social Media Platforms

1. **Authorization** - District presence on any social media site, including school-related accounts, such as clubs, teams, field trips, classes, or other sites associated with the district or a district school must be authorized by the Communications Specialist or designee. Any sites, accounts, or pages existing absent prior authorization will be subject to review, editing, and removal. To request permission for a district-related site, please utilize the form at the end of these Guidelines. You should identify a "content owner," or individual responsible for performing regular monitoring and maintenance of the website or account, and a responsible administrator assigned to the specific site. A content owner should be an employee of the district. Please note that for emergency and data collection purposes only, each district-related site or social media account must

name the district's Communications Specialist as an administrator. However, the content owner and administrator shall be responsible for monitoring and maintaining these sites and accounts. Content owners should be cautious about inserting links to supporting pages and information and should assure that these links do not contain inappropriate content.

2. **Foundation and PTA Sites** - Foundation and PTA social media accounts shall remain separate from official district social media platforms. However, it is acceptable for both PTA/Foundation and official district social media accounts to re-post, share, or link to one another's content or accounts.
3. **District Logo** - The right to use Mill Valley School District assets or identifiers, such as district/school logo(s), is reserved for district-approved social media accounts.
4. **District Sites and Accounts** - The district's primary, official social media platforms will be managed by the Communications Specialist. The District may request that any unofficial sites claiming District affiliation be taken down. After reasonable efforts are made to have the site or reference to District affiliation removed, the site may be investigated and reported.
5. **Sponsors and Advertising** - Official district social media accounts will not participate in advertising, nor promote commercial enterprises. District social media accounts may share relevant community events.
6. **School/District Events** - For safety and security, official district social media accounts should not promote school events which include students before they occur. Social media could be used to showcase and highlight the event after it occurs.
7. **Use of Student Information** - Before posting any student work, photographs/videos, or other personally identifiable information (PII), content owners shall review the child's Release of Information status to ensure that the parent/guardian(s) have allowed such content to be published digitally. No student photographs should be published for personal, promotional use or any other non-school related purpose. Full student names, and any student names associated with photos/videos, should not be published online without express parent permission. It is recommended that content owners request that a second person review all photographs prior to publication.

D. Maintenance and Monitoring Responsibilities

Content Owners are responsible for monitoring and maintaining official district social media accounts as follows:

1. Content must conform to all applicable state and federal laws, as well as all district and board policies and administrative procedures.

2. Content should be kept current and accurate, refreshed at least weekly when school is in session, following the Mill Valley School District's Communications Strategic Plan Action Plan steps.
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 materials.
4. Confidential or privileged information about students, families, staff or district/board business and operations (e.g. grades, attendance records, or other pupil/personnel record information) should never be shared.
5. Official district social media account administrators should consult with staff for photo permissions before posting any picture or video of staff members.
6. All postings and comments by users should be monitored and responded to as necessary, on a regular basis. Account administrators must have the profanity filter set to "Strong" on Facebook and Instagram and hide any inappropriate comments. Postings and comments of an inappropriate nature or containing information unrelated to official or district business must be reported and/or deleted promptly. Negative comments, constructive criticism, and suggestions should be responded to in a private/direct message, thanking the commenter for their comments, suggestions, or concerns and telling them that their message will be forwarded to the appropriate individual, department, or school. The account administrator should then contact the appropriate staff person.
7. Postings of a serious nature may warrant additional reporting to the appropriate agency. Such postings include, but are not limited to: threats, inappropriate images, child pornography, or posts that raise a reasonable suspicion of child abuse. Incidents may be required to be reported to law enforcement or Child Protective Services.

E. Off-Campus versus On-Campus Social Media and Internet Use Guidelines

Although students and 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 connection to campus, may relate enough to school to have ramifications for the author or subject at the district site. When using district technology, electronic communication is governed by the district acceptable use policy. Students and staff should not expect privacy in the contents of their personal files on the district's network systems or other district technology, including email. District technology ~~may only be used~~ is intended for educational and work purposes. ~~The use of district technology is a privilege, not a right.~~

Use of personal technology/devices may violate the district's acceptable use policy if the district 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. Similarly, 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.

F. Guidelines for Responsible and Ethical Staff Use of Social Media

1. **Limit On-Duty Use** – Staff members should limit their personal social media use during duty hours.
2. **Work/Personal Distinction** – Staff members are encouraged to maintain a clear distinction between their personal social media use and any district-related social media sites. Personal social media accounts should be kept separate from work-related accounts.
3. **Use of Student Information** – Staff members may not send, share, or post pictures, text messages, emails or other material that personally identifies district students in personal social media, communications, or publishing without parent permission for the particular purpose. Staff members may not use images of students, emails, student exemplars or work-product, or other personally identifiable student information for personal gain or profit.
4. **Professional Reputation** – District employees are responsible for the information they post, share, or respond to online, and must be mindful that any content on the Internet may be accessible to anyone. Educators should consider the implications of joining an online social network, including whether they would be comfortable if someone sent information from their social media account to students, parents, or other staff members. To avoid jeopardizing their professional reputation, employees are encouraged to familiarize themselves with the privacy policies, settings, and protections on any social media platforms to which they choose to subscribe and be aware that information posted online, despite privacy protections, is easily and often accessible to district students and parents, and may be republished or reported to administrators. Employees should ensure privacy settings are customized to be as restrictive as possible to ensure that social media communications only reach the employee's intended audience.
5. **Professional Conduct** – Existing policies and guidelines that cover employee conduct on district premises and at school-related activities similarly apply to the online environment in those venues. An employee engaging in inappropriate conduct, including the inappropriate use of social media during and after school hours may be subject to discipline. Additionally, the district may not be able to protect or represent employees who incur legal action in response to the employee's behavior on social media.

6. **Friending/Following District Students** – Employees should not have online interactions with current district students on social networking sites outside of those forums dedicated to academic use. District employees' social networking profiles and personal blogs should not be linked to district students' online profiles. Additionally, district employees should use appropriate discretion when using social networks for personal communications and should limit this activity to off-duty hours. Educators should use caution when friending/following parents of students.

7. **Contacting Students Off-Hours** – District employees should only contact district students for educational purposes and must never disclose confidential information possessed by the employee by virtue of his or her district employment.

SOCIAL MEDIA SITE AUTHORIZATION FORM

Employees of Mill Valley School District who wish to create and maintain an official district or school presence on any social media site must have a copy of this completed form on file in the school/department supervisor's office, and a copy submitted to the district's Communications Department, prior to a social media account activation. Either a hard copy or .pdf copy filed electronically is acceptable.

Note: Once authorized by a school principal or department supervisor and the district Communications Specialist, the social media site administrator and his/her supervisor are responsible for regular monitoring of the site, appropriate online conduct and adhering to the district's official Social Media Guidelines. Access must be provided to the district Communications Specialist.

Date: _____

Dept. or School Site: _____

Employee Name: _____

Employee Title: _____

District email: _____

Nature of request:

Facebook Page: _____

Twitter Account: _____

Instagram Account: _____

Other: _____

Purpose of presence on social media site:

SITE ACCOUNT INFORMATION:

E-mail address associated with account: _____

Username: _____

Password: _____

All individuals with site account access:

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

AUTHORIZATION BY SCHOOL PRINCIPAL OR DEPARTMENT SUPERVISOR:

Name: _____ Signature: _____

Title: _____ Date: _____

*New Facebook accounts must be created as a "Business" – "Personal" sites are not acceptable for conducting official district or school business. As a requirement, the district Communications Specialist must be named as a site administrator by granting administrator access to: Exec. Assistant to Supt./Communic only for the purpose of emergency access and data collection. The social media account administrator and school principal/department supervisor are responsible for monitoring the site and adhering to the district's official Social Media Guidelines.