



ADMINISTRATIVE REGULATION

APPROVED: October 2, 2014

REVISED: December 7, 2015

901-AR-0. Public Relations Objectives: District Use of Social Media

Purpose:

The Following Administrative Procedures are written in accordance with Upper Darby School District Policy 901: Public Relations Objectives: District Use of Social Media.

The Upper Darby School District's use of social media is a strategic and carefully monitored communications mechanism used to further the exchange of educational ideas and information.

Definitions:

Social Media – forms of electronic communication through which users create online communities.

District-Sponsored Social Media – Social Media sites, including but not limited to, the district website, the district mobile app, the district Twitter page, the district Facebook page, and the district Vimeo page created and maintained by the district for purposes of promoting the district's public relations objectives. District-Sponsored Social Media sites on additional platforms may be added following approval by the Board and/or Superintendent.

District-Approved Social Media - District-Approved Social Media pages are limited to a website, Twitter page, Facebook page and Vimeo page. The Page Administrators will create guidelines for employee sponsors of such approved Social Media pages. If additional District-Sponsored platforms are added following approval by the Board and/or Superintendent, additional District-Approved pages for District-Sponsored groups may be added with the approval of the Page Administrators.

Page Administrators– The district employees responsible for the day-to-day monitoring and upkeep of District-Sponsored Social Media.

The Page Administrators will be the Superintendent and Manager of Media Services, unless otherwise designated by the Superintendent. The Page Administrators will be responsible for maintaining and monitoring District-Sponsored Social Media. The Page Administrators will develop style and content guidelines in accordance with the district's policies. The Page Administrators will also develop procedures for the placement and removal of such material. All official district and school material posted on District-Sponsored Social Media must be approved through a process established by the Page Administrators. The Page Administrators will develop style and content guidelines from time to time in accordance with the district's policies.

The Page Administrators will also receive all requests for District-Approved Social Media pages by District-Sponsored groups.

Social Media Guidelines

The following Social Media Guidelines will govern District-Sponsored Social Media pages and will be posted by the district on each Social Media Platform:

The Upper Darby School District's social media accounts are monitored by staff in an effort to inform the public about the district's activities and events. Our goal is to share information with as many individuals as possible.

Our profiles and pages may contain links to other websites on the Internet. This does not constitute endorsement by the School District.

We monitor our profiles and pages but are not responsible for content generated by users. Posted comments and images do not represent the views of the Upper Darby School District.

The district reserves the right to remove comments that:

- are abusive, profane, vulgar, defamatory, obscene and/or contain nudity;
- are fraudulent, deceptive or misleading;
- target, disparage, or discriminate on the basis of ethnicity, race, religion, sexual preference, age, sex, or disability;
- contain spam, advertising, solicitations or include links to other sites;
- contain confidential information;
- contain political campaigning;
- are in violation of any intellectual property right of another;
- are in violation of any law or regulation;
- violate any Upper Darby School District policy; or
- are otherwise offensive, graphically or in tone.

When interacting with other users, please be civil and follow the usage guidelines established by the social networking service.

The focus of the social networking opportunities is to share information about the Upper Darby School District's programs and activities. Larger discussions of political views and philosophies should be addressed elsewhere.

Violations of these guidelines or any Upper Darby School District policy, procedure or regulation may cause the author to be blocked and/or comments removed from the Upper Darby School District's sponsored Social Media pages.

We understand that social media is a 24/7 medium; however, our monitoring capabilities are not. We may not see every inappropriate comment right away, and we are trusting in the maturity of our community to ignore personal attacks and negative speech or respond politely.

Special Guidelines Governing the District's Use of Twitter

1. The district's Twitter feed will be used to keep parents, students, employees, and partners informed of special events, key initiatives and emergency notifications.
2. All content on the district's Twitter feed must relate to education, curriculum, instruction, school-authorized activities and athletics, school or district news or general information related to work, activities and accomplishments of the district and its staff, as representatives of the district.
3. The district's Twitter feed is a means to connect to the public. Accordingly, the district will not use Twitter to send direct private messages to individuals. The district will not engage in dialogue with other users by commenting or responding directly to comments.
4. If a reply to a UDSD tweet violates Policy 901 and/or social media guidelines, the tweet will be removed in its entirety and the follower(s) in violation will be blocked.
5. The nature of Twitter is that users regularly follow others they do not know personally. It is more likely on Twitter than any other social media site that the district will have unknown followers. This should be considered when using any proprietary or potentially sensitive information in tweets.
6. The district's Twitter page shall contain the Social Media Guidelines.
7. The district should make a reasonable effort to block followers who are deemed inappropriate.
8. The district should only follow other Twitter feeds and/or send direct messages to other Twitter accounts with objectives that are consistent with the educational mission of the district.
9. If the district believes that another's post will have value to the district's followers, the page administrators can "retweet" the post. Any post that is "retweeted" on the district's feed will be subject the district's guidelines of acceptable content.
10. The district's Twitter feed will be used for broadcasting purposes only. The district will not respond to a tweet via a "reply."

Special Guidelines Governing the District's Use of Facebook

1. The district's Facebook page should be set up as a "business" page where followers are permitted to post comments in response to district generated content.
2. All content on the district's Facebook page 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, as representatives of the district.

3. Privacy Settings: The privacy settings of the district's Facebook page are managed by the Page Administrators. All postings on the district's Facebook page are at the discretion of the Page Administrators.
4. The district should only associate with other Facebook groups with objectives that are consistent with the educational mission of the district.
5. The district's Facebook page is a means to connect to the public. Accordingly, the district will not use Facebook to send direct private messages to individuals. The district will not engage in dialogue with other users by commenting or responding directly to comments.
6. The district's Facebook page shall contain the Social Media Guidelines.
7. In the event the district's third party Website Administrator contacts the Page Administrators regarding a post that may violate the Social Media Guidelines, the Page Administrators will review Policy 901 Public Relations Objections: District Use of Social Media and the Social Media Guidelines to determine if the comment should be removed.
8. If a comment is determined to be in violation of Policy 901 and/or the Social Media Guidelines, the following steps will be taken:
 - a. The comment will be removed as timely as possible.
 - b. A user who continuously makes comments that are in violation of Policy 901 and the Social Media Guidelines will be blocked.

Special Guidelines Governing the District's Use of Vimeo

1. All content on the district's Vimeo page 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, as representatives of the district.
2. The district's Vimeo page shall contain the Social Media Guidelines.
3. Comments on videos posted to the Vimeo page will not be permitted, however followers may "like" posted videos.
4. The district may have unknown followers on Vimeo. This should be considered when using any proprietary or potentially sensitive information in videos. Some videos will be private and accessible by password only while other videos will be accessible by the public. The Page Administrator shall determine which videos will be public and which will be private.
5. The district will provide a reasonable effort to protect videos from being downloaded from the Vimeo page.

6. The district's Vimeo page is a means to connect to the public. Accordingly, the district will not use Vimeo to send direct private messages to individuals. The district will not engage in dialogue with other users by responding directly to private messages to the district through Vimeo.

Creation of District-Approved Social Media Pages by District-Sponsored Groups

Employees may request permission to create a District-Approved Social Media page for a District-Sponsored club, athletic team, or educational group by submitting a written request to the Superintendent on 901-AR-1.

District-Approved Social Media pages must relate to district curriculum and instruction, athletic programs, school-sponsored clubs, or educational groups.

District-Approved Social Media pages are only allowable in the following social media platforms currently used by the district: Facebook, Twitter, Vimeo and websites. All other platforms are strictly prohibited.

The employee requesting permission to create a District-Approved Social Media page will be considered the page Sponsor; and therefore responsible for the content on the page.

Sponsors will be required to review the Social Media Page Guidelines for Sponsors and sign the Social Media Page Sponsor Acknowledgement of Responsibility (included on 901-AR-1).

The Sponsor must post the Social Media Guidelines on the District-Approved Social Media page, clearly indicate that the page is district approved and report any violations of the Guidelines to the Page Administrators as soon as possible.

Current log in information for District-Approved Social Media pages must be provided to the Page Administrators at all times.

Violation of Policies 352, 815, 901, Social Media Guidelines and/or Social Media Page Guidelines for Sponsors will result in the district requiring the approved Social Media Page to be removed and the employee may face disciplinary action.

District approval of any Social Media page is revocable at any time for any reason.

Board approval of the District-Sponsored group's use of a Social Media Page is required prior to any content being posted on the approved Social Media platform.

If a sponsor is no longer employed by the District or is out on leave (FMLA leave or other approved personal leave), the group's Social Media Page will be temporarily disabled until a new Sponsor completes and submits a Social Media Page Guidelines for Sponsors. Prior Board approval is not required to change the employee Sponsor; however, the Board will ratify all changes.

References:

Board Policy- 352, 815, 901