

KD - SCHOOL DISTRICT SOCIAL MEDIA WEBSITES

The School Board recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official district social media platform shall be to further the district's vision and mission, support student learning and staff professional development, and enhance communication with students, parents/guardians, staff, and community members. As such, the Superintendent is authorized to establish social media websites and platforms in furtherance of the District's values, goals, and mission.

Establishment of Regulations

The Superintendent or his/her designee will establish administrative regulation, guidelines and protocols for official district social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

Limitation of Public Comments

Official district social media platforms shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. By creating these official sites, the District does not intend to allow for public comment. The sole purpose of these social media platforms is to communicate information one way, that is from the District to students, parents/guardians, staff, and community members.

Official district social media platforms shall 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.

Staff who post prohibited content shall be subject to discipline in accordance with district policies and administrative regulations.

Privacy

The Superintendent or his/her designee will ensure that the privacy rights of students, parents/ guardians, staff, and other individuals are protected on official district social media platforms.

The District will not require or request that any student provide his/her personal or private social media account information with relation to any District social media website.

Students, parents, staff and members of the public are hereby given notice that the District reserves the right to and will monitor all District social media websites. As such, there is no expectation of privacy for information posted on the District's social media websites.

Definitions

"**Social media**" means any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites such as Facebook, Instagram, X, YouTube, LinkedIn, or blogs.

"**Official district social media platform**" is a site authorized by the Superintendent or his/her designee. Sites that have not been authorized by the Superintendent or designee but that contain content related to the district or comments on district operations, such as a site created by a parent-teacher organization, booster club, or other school-connected organization or a student's or employee's personal site, are not considered official district social media platforms.

Guidelines for Content

The Superintendent or his/her designee shall ensure that official district social media platforms provide current information regarding district programs, activities, and operations, consistent with the goals and purposes of this policy and regulation. Official district social media platforms shall contain content that is appropriate for all audiences.

The Superintendent or his/her designee shall ensure that official district social media platforms are regularly monitored. Staff members responsible for monitoring content may remove posts based on viewpoint-neutral considerations, such as lack of relation to the site's purpose or violation of the district's policy, regulation, or content guidelines.

Copyright

The Superintendent or his/her designee shall ensure that copyright laws are not violated in the use of material on official district social media platforms.

Legal Reference:

First Reading: February 6, 2024

Second Reading: March 5, 2024

Final Adoption: March 5, 2024

Revision: