

Social Media Policy

Purpose

This policy establishes how social media supports communications goals and institutes policies regarding its implementation for the Valley School District, its program and partners.

Scope

This policy informs district staff (which includes Valley School District, its programs and partners) and the public about the district protocols for social media.

Policy

Valley School District's (VSD) use of social media will offer support of institutional communication goals, as well as provide social computing guidelines for faculty, staff and students whom engage in online discourse and identify themselves with VSD.

This policy is not intended for Internet activities associated with Valley School District staff, faculty and students when not identified with or representing VSD in any way.

1. SPECIFIC INFORMATION

1.1. Official Institutional Web 2.0 Communications:

1.1.1. Because of the emerging nature of social media platforms, these guidelines do not attempt to name every current and emerging platform. Rather, they apply to those cited and any other online platform available and emerging, including social networking sites and sites with user-generated content. Examples include but are not limited to the following:

- (a) YouTube
- (b) Facebook
- (c) iTunes
- (d) LinkedIn
- (e) Flickr
- (f) Twitter
- (g) Blogs
- (h) Social media content that is hosted internally and protected by VSD ID/Password

1.2. Institutional representation via online social media platforms can only be initiated and authorized through the efforts of the Superintendent or designee. There can be no official VSD sites or pages on YouTube, Facebook, Twitter, etc. unless they are developed or authorized by the Superintendent or designee. Any sites or pages existing without prior authorization as required above will be subject to review and may be amended or removed.

Related Procedures

N/A

Policy Cross References

N/A

Policy Legal References

N/A

Management Resources

N/A

Policy History

Action:	Date:
Approved by the Board	June 15, 2011
Revised	
Revised	
Revised	