

Social Media Procedure

Purpose

This procedure establishes guidelines that outline how social media supports communications goals and institutes policies regarding its implementation for the Valley School District (VSD), its program and partners.

Scope

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

Procedure

1. OFFICIAL INSTITUTIONAL WEB 2.0 COMMUNICATIONS

- 1.1. VSD official sites on social media platforms can have pages or content areas that are assigned to departments, divisions or programs at VSD. These policies apply to such pages, as well as content maintained by the VSD Communications Team.
- 1.2. Content owners, as named by their department or department's leadership, are responsible for posting and using content and maintaining compliance with VSD's mission, vision and values, policies related to conflict of interest, privacy, security, safety and human resources, and the Federal Education Records Protection Act (FERPA).
- 1.3. Content owners are responsible for monitoring and maintaining web content as follows:
 - (a) Content is current and accurate.
 - (b) Content owners engage in communications that are acceptable in the VSD workplace and respect copyrights and disclosures. Proprietary financial, intellectual property, student information or similar sensitive or private content may not be revealed.
 - (c) Content owners are responsible for gaining the expressed consent of all involved parties for the right to distribution or publication of recordings, photos, images, video, text, slideshow presentations, artwork and advertisements whether those rights are purchased or obtained without compensation.
 - (d) Content owners are responsible for constantly monitoring posting and comments to social media sites, and for deleting postings that do not adhere to our policies.

2. GUIDELINES FOR ONLINE PROFESSIONAL OR PERSONAL ACTIVITY:

- 2.1. Online social media allows Valley School District faculty, staff and students to engage in professional and personal conversations. These guidelines apply to faculty, staff and students who identify themselves with VSD and/or use their VSD email address in social media platforms such as professional society blogs, LinkedIn, Facebook, etc. for deliberate professional engagement or casual conversation. These

guidelines apply to private and password protected social media platforms as well as to open social platforms.

- 2.1.1. Follow the same VSD mission, vision, values, privacy and general civil behavior guidelines cited above including respecting copyrights and disclosures, and not revealing proprietary financial, intellectual property, student info or similar sensitive or private content.
- 2.1.2. If faculty/staff/students identify themselves as a member of the Valley School District faculty or staff or student in any online forum and/or use their VSD email address, faculty/staff/students must make it clear that they are not speaking for VSD, and what they say is representative of their individual personal views and opinions and not necessarily the views and opinions of VSD.
- 2.1.3. Faculty and staff and students are thoughtful about how they present themselves as a VSD faculty, staff or student member in online networks. By virtue of self-identifying as part of VSD in such a network, faculty/staff/students connect themselves to, and reflect upon how they represent VSD.
- 2.1.4. Remember that all content contributed on all platforms becomes immediately searchable and can be immediately shared. This content immediately leaves the contributing individual faculty/staff/students members' control forever.
- 2.1.5. If someone or some group offers to pay faculty/staff/students for participating in an online forum in their VSD role, offers advertising for pay and/or for endorsement, this could constitute conflict of interest and VSD policies and guidelines apply.
- 2.1.6. If someone from the media or press contacts faculty, staff or students about posts made in online forums that relate to VSD in any way, faculty/staff/students alert their manager/leadership and contact the VSD Communications Team before responding.
- 2.1.7. Job postings follow VSD's Human Resources (HR) established processes. Social Media may not be used in place of HR processes.
- 2.1.8. In regards to marketing, news & communications, VSD provides some official VSD information that can be appended to social media sites.

3. VIOLATIONS

Violation of any VSD policies is inappropriate and may result in disciplinary action, Performance Improvement Counseling (PIC) up to and including termination of employment. Any violation of this policy should be immediately reported to faculty/staff/students supervisor/manager or the VSD Communications Team.

4. DEFINITIONS

Content owners, for the purpose of this policy, are those assigned the responsibility of maintaining, monitoring and moderating a VSD social media platform. Official communications refer to those done in the Valley School District's name (e.g. a VSD Advocacy Facebook page).

- 4.1. Content Owner – Assigned by department as the individual responsible for monitoring and maintaining web content.
- 4.2. Moderator – Assigned by content owner and/or department as the individual for moderating comments and postings by internal and external users, including deleting comments and postings that do not meet the criteria set forth in this policy.
- 4.3. Social Media Platforms – Technology tools and online spaces for integrating and sharing user-generated content in order to engage constituencies in conversations and allow them to participate in content and community creation. Examples are Facebook, Twitter, LinkedIn and YouTube.

Supporting Documentation

4011F1-Photo and Video Release

Document History

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