

Dickenson County Public Schools Social Media Policy

Dickenson County Public Schools supports the controlled use of social media outlets by its schools, departments, and organizations for the purpose of facilitating communications with its parents, guardians, visitors, employees, students, and other stakeholders.

All official Dickenson County Public Schools presences on social media sites or services are considered an extension of the division's information networks and are governed by the Dickenson County Public Schools Policy Manual.

This policy applies to, but is not limited to, all schools, teams or groups who create, post, moderate or maintain Internet-based communications pertaining to school business. It covers individuals who are full-time or part-time employees, interns, volunteers, consultants, contractors, or other entities who have been contracted or authorized to perform work on behalf of Dickenson County Public Schools.

This policy does not address the personal and private use of social media by employees.

Social media examples include, but are not limited to Web feeds, blogs, wikis, photo sharing, video sharing, Facebook and Twitter accounts, etc.

Considerations

Things to consider before setting up a social media presence:

- Identify the goal you are trying to achieve. Make sure this is the best solution to help achieve your goal.
- A social media presence should be second priority to the division's or school's website. In most cases, content should link back to the division's or school's website for more information.
- Schools, departments, and organizations are ultimately responsible for establishing, publishing, and updating their pages on social media sites.
- Employees should be mindful of blurring their personal and professional lives when administering social media sites.
- The division may monitor content on official division social media websites to ensure adherence with the guidelines in this document – and ensure consistent division-wide messages.
- The principal or his designee retains the authority to remove pages or close sites if necessary.
- Identify your social media site as an official Dickenson County Public Schools site. For example, "an official Ridgeview High School site".
- All official division presences on social media sites or services are considered an extension of the division's information networks and are governed by this policy.
- Follow each social media's terms and policies, specific examples:
 - Follow Twitter's Terms: <http://twitter.com/tos>
 - Follow Facebook's Pages Terms: http://www.facebook.com/terms_pages.php
 - Follow YouTube's Terms: <http://www.youtube.com/t/terms>

- Follow Flickr's Terms through Yahoo!: <http://info.yahoo.com/legal/us/yahoo/utos/utos-173.html>

Social Media Request Form

Requests for use of Dickenson County Public Schools social media sites shall be made through the Social Media Request Form and include a detailed reason for use, point of contact, and a subject matter expert who will be responsible for regularly reviewing comments and posting feedback. The principal or his designee will review requests to use social media outlets and help departments reach their stated goals by assisting in developing appropriate uses for social media, selecting the appropriate social media outlets, and helping maintain consistency in engagement using social media.

Internal Comments and Posts

A social media presence should be second priority to the division's or school's website. Posts should be brief and wherever possible have links that direct users back to the division's or school's official website for more information, forms, documents, or services.

Social media content and comments containing any of the following forms of content shall not be allowed for posting:

- Comments not topically related to the post being commented upon.
- Harassing statements.
- Anything which a person of reasonable sensitivities may find to be offensive.
- Matters in litigation or otherwise in dispute, or that could be in the future.
- Non-public information of any kind.
- References to illegal or banned substances and narcotics unless for public educational purposes.
- Pornographic, sexually-oriented, otherwise offensive or illegal materials.
- Defamatory, libelous, offensive, or demeaning material. Don't engage in a combative exchange.
- Solicitation of business.
- Comments supporting/opposing political campaigns/ballot questions.
- Information that might compromise the safety or security of public buildings or activities.
- Disparaging/threatening comments about or related to anyone.
- Personal, sensitive or confidential information of any kind.

Public Comments

The comments expressed on official social media accounts, other than those posted by Dickenson County Public Schools, do not reflect the opinions and position of Dickenson County Public Schools or its administrators and employees.

Dickenson County Public Schools encourages the use of social media to further the goals of stakeholder engagement and education where appropriate. Schools, departments, or organizations should strive to respond to comments within 24 hours during normal school days.

Once a comment on a post is added, the division, principal or his designee reserves the right to delete submissions which contain the following:

- Vulgar language.
- Personal attacks of any kind.
- Offensive or disruptive comments.
- Spam.
- Advertising.
- Clearly off topic comments.
- Inappropriate links.
- Advocating illegal activity.
- Infringement on copyrights or trademarks.
- Violations of Dickenson County Public Schools policies.

Specific Responsibilities For Internal Comments and Posts

To maintain consistency, only identified subject matter experts, the webmaster and the principal or his designee are authorized to post information on school sponsored social media websites. Employees representing the division or school via social media outlets must conduct themselves at all times as representatives of Dickenson County Public Schools.

Subject Matter Experts Responsibilities

Subject matter experts are to make frequent and regular updates to their school's, department's, or organization's social media account. The subject matter expert should be knowledgeable about the topic to be posted and able to answer questions about the subject that may be posed by the public.

The designated subject matter expert is responsible for regularly monitoring and reviewing comments and posting feedback. In the event a public comment needs to be removed due to aforementioned reasons, the subject matter expert must take note of the comment and when it was made and remove the comment.

Webmaster Responsibilities

The division's webmaster is the administrator of all social media outlets sponsored by schools, departments, and organizations. The webmaster is not responsible for posting content on each school's, department's or organization's social media website, but is administrator so the account is always accessible to the division. The webmaster will serve as a backup to the account to post content and remove former social media administrators, in the event of a subject matter expert or Web editor leaving their position with the division.

Photographs

Subject matter experts and Web editors posting photos must make sure each prominent person in the photograph has signed a photo release form.

Future Technology

Dickenson County Public Schools recognizes the potential and likelihood for new social media outlets in the future. This policy applies to currently utilized social media accounts as well as future social media outlets.

Monitoring

Employees have no personal privacy right in any communication or document created, received, or stored on social media applications.

Dickenson County Public Schools may monitor content on the division's social media websites to ensure adherence with the guidelines in this document and ensure consistent division-wide messages.

The superintendent and principal or his designee retains the authority to remove pages or close sites if necessary.

Adopted: July 27, 2016

DICKENSON COUNTY PUBLIC SCHOOLS

Social Media Request Form

Social Media Outlet Requested (Facebook, Twitter, etc.): _____

Point of Contact: _____

Representing (School, Department, Sport, etc.): _____

Email of Contact: _____

Phone Number of Contact: _____

Detailed purpose or reason for request: _____

Who will be the Subject Matter Expert(s) for this outlet: _____

(Office Use Only)

Date Received: _____ Approved Denied

Name of Outlet Site: _____

Outlet URL: _____

Username: _____ Password: _____

(Principal of Designee Signature)

(Date)

(Webmaster)

Date Received: _____

Signature: _____

Webmaster and principal/designee must be notified of password changes immediately