

# STAFF SOCIAL MEDIA GUIDELINES

Washington Elementary School District supports the use of online social media to facilitate District programs, departments and school sites in building a more successful parent, community, student and employee network. This document contains Washington Elementary media.

## A. Definitions:

communicate easily over the Internet to share information and resources. Social media can include text, audio, video, images, podcasts, and other multimedia communications. These websites not only provide information, but allow for interaction during this informational exchange through user-generated content.

drives, wireless access points (routers), or any wireless communication device.

ch is owned or provided by the District.

-district technology.

## B. Official District Social Media Presence

These guidelines are tailored primarily to social networking sites. Some examples include:

Facebook (<http://www.facebook.com>)

Flickr (<http://www.flickr.com/>)

Twitter (<http://www.twitter.com>)

YouTube (<http://www.youtube.com>)

LinkedIn (<http://www.linkedin.com>)

Blogs (Web Logs)



social media sites as follows:

1. Content must conform to all applicable state and federal laws, as well as all District and Board policies and administrative procedures.
2. Content must be kept current and accurate, refreshed at least weekly, following Washington Elementary School District Website Guidelines and Policies established by the Communications Department.
3. Content must not violate copyright or intellectual property laws and the content owner must secure the expressed consent of all involved parties for the right to distribute or publish recordings, photos, images, video, text, slideshow presentations, artwork or any other materials. Before posting any photographs of students, content owners shall review the list of students whose parents have not consented  
photographs should be published for personal, promotional use or any other nonschool related purpose.

The Communications Department recommends that content owners request that a second person review all photographs prior to publication. One person may catch issues that the first set of eyes overlooked.

4. All postings and comments by users are monitored and responded to as necessary on a regular basis. Postings and comments of an inappropriate nature or containing information unrelated to official or District business should be deleted promptly. Such postings shall be reported, investigated, and authors will be disciplined as appropriate.

#### **E. Off-Campus versus On-Campus Social Media and Internet Use Guidelines**



## **h. Contacting Students Off-Hours**

## **SOCIAL MEDIA SITE AUTHORIZATION FORM**

Employees of Washington Elementary School District who wish to create and maintain an official District or school presence on any social media site must have a copy of this completed form on file in the

acceptable. Note: Once authorized by a school principal or department supervisor, the social media site administrator and their supervisor are fully responsible for regular monitoring of the site, appropriate online conduct and adhering to the D Any changes to the site coordinator or purpose of the site must

*principal/department supervisor are 100% responsible for monitoring the site and adhering to the district's official Social Media Guidelines.*