

### Purpose of Plan

It is the purpose of this document to create a plan for official use of social media, web and mobile communications by Calloway County Schools faculty, staff, and students and to call attention to existing Board of Education policies that have impact on use of social media. This document defines official use as limited to accounts that belong to and express content related to school/sport/club/booster organization levels of organization within the District, represent the District voice, or utilize District branding or logos in any way.

All official use accounts should register any and all social media platforms with the Public Relations Coordinator through the form found at the end of this document.

It is not the intent of Calloway County Schools to manage or specify content but to ensure users of social media are in compliance with existing policies and have access to best practices as mentioned below.

### Existing Calloway County Board of Education Policy

#### **1. CURRICULUM AND INSTRUCTION 08.2323 Access to Electronic Media**

(page 2)

*District employees and activity sponsors may set up blogs and other social networking accounts using District resources and following District guidelines to promote communications with students, parents, and the community concerning school-related activities and for the purpose of supplementing classroom instruction.*

*Networking, communication and other options offering instructional benefits may be used for the purpose of supplementing classroom instruction and to promote communications with students and parents concerning school-related activities.*

*In order for District employees and activity sponsors to utilize a social networking site for instructional, administrative or other work-related communication purposes, they shall comply with the following:*

- 1. They shall request prior permission from the Superintendent/designee.*
- 2. If permission is granted, staff members will set up the site following any District guidelines developed by the Superintendent's designee.*
- 3. Guidelines may specify whether access to the site must be given to school/District technology staff.*
- 4. If written parental consent is not otherwise granted through AUP forms provided by the District, staff shall notify parents of the site and obtain written permission for students to become "friends" prior to the students being granted access. This permission shall be kept on file at the school as determined by the Principal.*
- 5. Once the site has been created, the sponsoring staff member is responsible for the following:*
  - a. Monitoring and managing the site to promote safe and acceptable use; and*
  - b. Observing confidentiality restrictions concerning release of student information under state and federal law.*

## **Definition of Social Media**

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. Social media platforms are defined as Internet and mobile media designed to create social interaction, using highly accessible and scalable publishing techniques. Examples include but are not limited to LinkedIn, Twitter, Facebook, YouTube, and Instagram.

Also, this document clarifies the request of registry of any social media presence with the Public Relations Coordinator through a registration form. It is also expected that users will seek out resources for best practices to insure the greatest effectiveness and safety of the use of social media.

## **Best Practices**

This section applies to those posting on behalf of an official Calloway County Schools unit, though the guidelines may be helpful for anyone posting on social media in any capacity.

**Think twice before posting:** Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the account administrators and the school district. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a public meeting or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask your supervisor for input or contact the Public Relations Coordinator.

**Strive for accuracy:** Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the district in any capacity.

**Be respectful:** Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the account administrators and/or the district.

**Remember your audiences:** Be aware that a presence in the social media world is easily made available to the public at large. Consider this before publishing to ensure the post will not alienate, harm, or provoke students, parents, or the school community

**Photography:** Remember that photographs posted on social media sites easily can be saved by visitors and used without your consent. Most people will click on a picture before they will read information so the use of photographs/images is encouraged. Photos should be well-composed and all students depicted within their classrooms should have a photo/video release on file at the school where they attend. Photographs shot in public areas (sports venues, performances) may be used without checking for a release as there is no expectation of privacy/confidentiality at such locations.

**Administration:** It is best to have more than one administrator assigned to each social media platform. When a person is no longer working with your school/group or their responsibilities change, immediately delete them as an administrator from the account. If they were the only administrator of an account, you should immediately change login information or delete them from administration.

**Personal Posts:** Identify your views as your own. If you identify yourself as a Calloway County Schools faculty or staff member online, it should be clear that the views expressed are not necessarily those of the district.

### **Administrator Responsibilities**

If you post on behalf of an official district school or organization, the following policies must be adhered to in addition to all policies and best practices listed above:

**Register your accounts:** Schools or organized units that have a social media page, or would like to start one, should contact the District Public Relations Coordinator. You will then be asked to fill out a form to register your accounts. All institutional social media accounts must have an appointed employee who is identified as being responsible for content and their information will be used in the registration process. If a student is managing the account, then a full time staff member should be identified instead and the student listed under “other admins.”

**Have a plan:** Account holders should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up---to---date. You should not create your accounts until you have a plan for what you will be using the accounts for.

**Protect the district brand:** Posts on social media sites should protect the district’s reputation by remaining professional in tone and in good taste. Each social media account should protect the brand but no individual group should construe its site as representing the district as a whole. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post—names, profile images, and posts should all be clearly linked to the particular school or organization rather than to the district as a whole. Official district branding is provided by the Public Relations Coordinator.

**Link back to the district:** Whenever possible, link back to Calloway County Schools websites for information. Ideally, posts should be brief although not sound automated, redirecting a visitor to relevant District information instead of to a publication or other media outlet.

### **Moderate Comments and Discussions:**

By their nature, social networking sites are participatory and involve sharing among multiple users. However, it is important to monitor live discussions for off-topic or abusive comments. Whenever possible, moderate comments and be transparent about doing so. Posts which should be reported as abusive or deleted include:

- Posts that attempt to redirect the message of a thread or contain aggressive behavior toward other users
- Posts that are by nature harassing, derogatory, or otherwise harmful to any individual or group
- Posts that are not in the spirit of the thread as determined by page administrators or violate Social Media site Terms of Service
- Posts that are considered by administrators to contain information that is illegal
- Posts that appear to be made by a “spam” account, an account that is not a real individual or organization

### **Courses of Action**

For accounts not registered using the District registration form, those accounts may be reported to the platform to be removed for logo/trademark violations.

For accounts registered with the District that go against the policies listed above, the administrators will be contacted and asked to change information and conform to the standard uses and policies. The Public Relations Coordinator will work with the administrators of those accounts and the school/organization the account represents to make changes.

For accounts that are deemed as false accounts or wrongly representing the District or slandering the District, they will be reported immediately as “impersonation” (most platforms have strict rules against this) and requested that the account be deleted.

## Social Media Inventory Form

If you would like to have a link to your school, sport, club or organization social media account included on the Calloway County Schools web site, please fill out this form.

The District goal is to help you extend your messaging in the best way possible. For this reason, you must register your accounts with the Public Relations Coordinator before you promote your social media accounts. If you are planning on creating an account but have not yet, please check the correct box on the form and fill in the "Address of Account" with what you would like for it to be. Any social media accounts representing the district that are not registered with the Public Relations Coordinator will be contacted before they are reported for impersonation/trademark violation and shut down. For more information about this process, please refer to the Social Media Plan. Each account should have an individual registration.

Type of account:

- Facebook
- Twitter
- YouTube
- Flickr
- Instagram
- Other- please explain \_\_\_\_\_

Please check one:

- The account is already created.
- This account has not been created yet.

Name of group /organization: \_\_\_\_\_

Address (url) of account: \_\_\_\_\_

Contact person: \_\_\_\_\_

Contact person title: \_\_\_\_\_

Contact person e-mail address: \_\_\_\_\_

All other administrators of the account (Include name, e-mail address, indicate if student)

---

---

---

---