

SCHOOL DISTRICT SOCIAL MEDIA PLATFORMS

The School Board recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. This Policy applies to official District social media platforms such as Facebook or Twitter where the public can post comments. The purpose of any official District social media platform shall be to further the District's vision and mission, support student learning and staff professional development, and enhance communication with students, parents/guardians, staff, and community members. As such, the Superintendent or designee are authorized to establish social media platforms in furtherance of the District's values, goals, and mission.

Definitions

"Social media" means any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites such as Facebook, Twitter, YouTube, LinkedIn, or blogs.

"Official District social media platform" is a site authorized by the Superintendent or designee. Sites that have not been authorized by the Superintendent or designee but that contain content related to the District or comments on District operations, such as a site created by a parent-teacher organization, booster club, or other school-connected organization or a student's, employee's, or elected official's personal site, are not considered official District social media platforms.

Establishment of Regulations

The Superintendent or designee will establish administrative regulation, guidelines and protocols for official District social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

Privacy

The privacy rights of students, parents/guardians, staff, Board members, and other individuals will be protected on official District social media platforms.

Guidelines for Content

Official District social media platforms shall be used only for their stated purposes and in a manner consistent with this policy, administrative regulations, guidelines, and protocols.

The Superintendent or designee shall ensure that official District social media platforms provide current information regarding District programs, activities, and operations, consistent with the goals and purposes of this policy, administrative regulations, guidelines, and protocols. Official District social media platforms shall contain content that is appropriate for all audiences.

The main page of every official District social media platform should indicate it is the "Official page of the Londonderry, N.H. School District" and shall include the guidelines for public comment.

The District shall not post any student names to any official District social media platform without written permission of the parent/guardian.

To the extent possible, the content posted on any official District social media pages will be preserved and archived using policies and procedures that are consistent with the District's records retention and disposal policies.

All content on the official District social media platform must relate to education, curriculum, instruction, school-authorized activities and athletics, school or District news or general information relating to work, activities and accomplishments of the District and its staff, as representatives of the District.

The District's official social media platforms are a means to connect to the public. Accordingly, the District will not use those platforms to send direct private messages to individuals unless no other resource is available.

Guidelines for Public Comment

The District reserves the right to remove postings that:

- a. are abusive, defamatory, or obscene;
- b. endorse any product, cause, political party or political candidate in conflict with Londonderry School District Policy KJ;
- c. target, disparage, or discriminate on the basis of ethnicity, race, religion, sexual preference, age, sex, or disability;
- d. constitute a specific or imminent threat;
- e. contain spam, advertising, solicitations or include links to other sites;
- f. contain confidential information;
- g. are in violation of any intellectual property right of another;
- h. are in violation of any law or regulation;
- i. are in violation of any District policy;
- j. are off-topic or do not relate to the posted topic; or
- k. are in violation of the guidelines of the social media site.

Official District social media platforms will be regularly monitored. Staff members responsible for monitoring content may remove posts based on viewpoint-neutral considerations in accordance with this policy, administrative regulations, guidelines, and protocols after consulting with the Superintendent or designee.

Copyright

Copyrighted materials may only be posted in compliance with copyright laws.

LONDONDERRY SCHOOL BOARD

1ST Reading to Adopt: August 8, 2023

SCHOOL DISTRICT SOCIAL MEDIA WEBSITES – REGULATIONS

GENERAL GUIDELINES:

1. The Superintendent or designee reserve the right to remove and/or not post any comments at any time, for any reason. The District reserves the right to remove postings that:
 - a. are abusive, defamatory, or obscene;
 - b. are fraudulent, deceptive or misleading;
 - c. target, disparage, or discriminate on the basis of ethnicity, race, religion, sexual preference, age, sex, or disability;
 - d. contain spam, advertising, solicitations or include links to other sites;
 - e. contain confidential information;
 - f. are in violation of any intellectual property right of another;
 - g. are in violation of any law or regulation;
 - h. violate any School District policy; or
 - i. are otherwise offensive, graphically or in tone;
 - j. contain complaints about District staff.
2. The main page of every District-sponsored social media site should indicate it is the "Official page of the Londonderry, N.H. School District."
3. Permission to publish any student names must be verified before posting to any District social media site.
4. To the extent possible, the content posted on District-sponsored social media pages will be preserved and archived using policies and procedures that are consistent with the District's records retention and disposal policies.
5. Endorsements of any product, cause, political party, or political candidate in conflict with Londonderry School District Policy KJ are forbidden.
6. The District should make a reasonable effort to block followers who are deemed inappropriate if they can be seen by others viewing its Follower list.
7. The District's Facebook page should be set up as a "fan" page where fans may be permitted to post comments. The page administrator(s) is (are) authorized to block/remove fans and postings from the District's Facebook page where the posts and comments do not support the educational mission of the District.

8. All content on the District's Facebook page must relate to education, curriculum, instruction, school-authorized activities, and athletics, school or District news or general information relating to work, activities, and accomplishments of the District and its staff, as representatives of the District.
9. Designated page administrator(s) will manage the privacy settings of the District's Facebook page. All posting of comments on the District's Facebook page are at the discretion of the page administrator(s). The page administrator(s) reserve the right to remove or not post any comments at any time, for any reason after consultation with the Superintendent or designee.
10. The District should only associate with other Facebook groups with objectives that are consistent with the educational mission of the District.
11. The District's Facebook page is a means to connect to the public. Accordingly, the District will not use Facebook to send direct private messages to individuals unless no other recourse is available.

Legal Reference

RSA 189:70, Educational Institutional Policies on Social Media

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