

## **COMMUNITY**

### **Social Media**

Port Townsend Public Schools recognizes that social media is a tool that can be used to promote and enhance its education and communication goals. Social media includes websites that incorporate one or more of the following:

- **Blogs.** Web logs or journals where authors and users can post textual, audio, or video content, and permit others to post comments. Some websites allow individuals to create free standing blogs or use blog tools and message forums to engage users.
- **Microblogs.** Websites and spaces that allow users to post short blog entries (e.g., Twitter) and sites that invite users to post short status and location updates (e.g., Facebook and Foursquare).
- **Social networks.** Websites where users can create customized profiles and form connections with other users based on shared characteristics and interests. Websites are oriented toward personal social contact among “friends,” (e.g., Facebook and Instagram) or professional networking (e.g., LinkedIn).
- **Media sharing.** Websites where users post and share videos, audio files and/or photos as well as tag them to enable searchability (e.g., YouTube, Flickr and Google Video).
- **Wikis.** Resources or documents edited collaboratively by a community of users with varying levels of editorial control by the website publisher (e.g., Wikipedia).
- **Virtual worlds.** Web or software-based platforms that allow users to create representations of themselves to meet, socialize and transact with other users (e.g., Second Life).

Social media includes communication with students, employees and guests for educational purposes using school district-provided websites, platforms, resources or documents (e.g., Google Apps, Ning, Teacher Tube, Moodle, and Seesaw).

The District acknowledges that many existing laws and policies apply to social media use by District staff, students and the public. This includes but is not limited to laws and policies in the areas of civility, privacy, public records retention and disclosure, copyright, ballot measures, access to District resources, and First Amendment rights. The District will comply with these laws and update its existing policies and procedures in these areas to address social media.

Cross References:	Policy 2021	Library Media Centers
	Policy 2022	Educational Technology
	Policy 2024	Online Learning
	Policy 2025	Copyright Compliance
	Policy 2331	Controversial Issues/Guest Speakers
	Policy 3200	Student Rights and Responsibilities
	Policy 3207	Prohibition of Harassment, Intimidation, and Bullying
	Policy 3220	Freedom of Expression
	Policy 3231	Student Records
	Policy 3240	Student Conduct
	Policy 3245	Students and Telecommunication Devices
	Policy 4000	Public Information Program
	Policy 4020	Confidential Communication
	Policy 4040	Public Access to District Records
	Policy 5252	Staff Participation in Political Activities
	Policy 5253	Maintaining Professional Staff/Student Boundaries

**Date: 1/17/19.**