

COMMUNITY

Social Media

The Communications Director will own and regularly maintain and monitor any District-level accounts on third-party social-media sites. Social media is not intended to be used for policy decisions or items of legal and fiscal significance that have not been previously released to the public. Posting content via social media does not constitute giving official notice to the District, and all such inquiries should be directed to the appropriate program.

All staff members will adhere to applicable Professional Code of Conduct laws; Policy 5253 Maintaining Professional Staff/Student Boundaries; Policy 2022 Electronic Information System (K-20 Network); ~~and~~ the Electronic Resources Use Permission Form (2022P); and Policy and Procedure 5225 and 5225P Technology whenever using District computers or networks to access third-party social-media sites or whenever conducting job-related (and therefore public) activity on social-media sites. All students will adhere to Policy 2022 and the Responsible Use Compact (3245F) whenever using District computers or networks to access third-party social media sites.

School board members should avoid any use of social media that would violate open public meetings laws.

The District's use of social media is limited to promoting the mission and goals of the District. While the District may choose to allow user-generated content on its social-media sites, by doing so the District does not intend to create an open public forum for speech. Nor does the District express approval or support for the views expressed by third-parties that appear on its social-media sites.

Social Media use by Port Townsend School District will support the following objectives:

- Advertising district events and programs
- Advertising events and programs of partner organizations that would benefit families and students of Port Townsend School District, and align with the mission and vision of the school district.
- To provide information about the academic and extracurricular activities and achievements of Port Townsend School District to the broader Port Townsend community.
- Provide factual information about PTSD

The District reserves the right to remove inappropriate comments posted on social media it has created or owns and remove comments that are not relevant to the topic of the specific forum. This includes user-generated content that has obscene language or sexual content, threatens or defames any person or organization, violates the legal ownership interest of another party, supports or opposes political candidates or ballot propositions, promotes illegal activity, promotes commercial services or products, or is not topically related to the particular posting, or

contains contents that promote, foster, or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation. The District will not, however, remove otherwise permissible comments based on viewpoint.

The District will post notice on its social-media sites indicating the circumstances under which user-generated content will be removed. The District will also post, where feasible, notice on its social-media sites alerting users that all content related to District business on the site is a public record, subject to retention and disclosure. Social media content will be preserved in accord with the applicable retention schedule, and in a format that preserves the integrity of the original record and is easily accessible. This policy applies to third-party hosted and internal social media tools that the District chooses to utilize. This includes social-media tools that are hosted on District servers or networks, which are not accessible by the public.

Disciplinary Action

Violation of any of the conditions explained in the Social-Media Policy and Procedures by District employees could be cause for disciplinary action up to and including termination of employment.

Violation of any of the conditions explained in the Social-Media Policy and Procedures by District students could be cause for disciplinary action, including suspension or expulsion from school and suspension or revocation of network and computer access privileges.

School Board Member Guidelines for Social Media Use

Port Townsend School District Board of Directors must consider the following guidelines when using social media in accordance with the Board's Social Media Policy 4026 and Social Media Procedure 4026P.

- Be cautious – think before you post. Is this something that you do not mind seeing on the front page of the newspaper? Will this be something that you would want your own children or the students of the school district to see as a good example of the way to communicate or comment? Post responsibly.
- Be careful of what information you share. Do not share personal information about students, employees, yourself, other board members, and citizens. Likewise, do not share information that the school district has contractually agreed to keep confidential, for example, proprietary information, trade secrets, and security information. Think before sharing legally protected privileged information, such as attorney-client, physician-patient, and other privileged information recognized by a court.
- Be aware that social media sites are not the place for a private conversation. Face-to-face meetings or telephone conversations may be more appropriate.

- Do not allow anger or other negative emotions to cause you to post information that you will be sorry for later. Is this something that you would be ashamed of if you read it months, or years from now? Remember that what you place on social media sites, and in e-mails, text messages, and chat rooms can spread quickly and permanently remain on the internet or in someone's possession. Statements that are harassing, discriminatory, defamatory, and terroristic are not suitable and could subject board members, and possibly the school district, to a legal action. Be polite.
- Do not use abusive, profane, threatening, or offensive language. Use appropriate language. Do not swear or use vulgarities or other inappropriate language.
- Do not post self-promotions, items for sale, commercial messages, and advertisements that are not associated with the school district.
- Do not conduct board business on social media sites. Instead, use these sites for listening or reading about others' opinions, making announcements, having conversations, and obtaining feedback.
- Comply with the law and relevant policies including school districts' policies regarding acceptable use, student records, harassment and discrimination, and copyright laws; the internet service provider's terms; the website disclaimers, terms of use, and privacy policies; and federal, state, and local laws, including the open meetings act and public records act. Also, respect the rights of other users to an open and hospitable technology environment, regardless of race, religion, creed, color, national origin, age, veteran or military status, sex, sexual orientation, gender expression and identity, marital status, the presence of any sensory, mental or physical disability, or the use of a service animal by a person with a disability.

Staff Guidelines for Social Media Use

Port Townsend Public Schools' staff members are required to follow these guidelines, in accordance with Board Policy 4026 Social Media, 2022 Electronic Resources, and 4040 Public Access to Records and related procedures. Please read these guidelines closely. Contact Communications if you have any questions.

Do These Guidelines Apply to Me?

These guidelines have been developed for employees who:

- Maintain social media accounts and websites – personal or professional – that mention Port Townsend Public Schools or its schools/students/staff; and/or
- Post content about Port Townsend Public Schools and/or students on social media sites including, but not limited to: Facebook, Twitter, Instagram, Snapchat, YouTube, Vimeo, Tumblr, SchoolTube, Yammer, Blogspot, Flickr, any public blog and any other emerging

social media platform.

Irresponsible social media use can risk legal action against Port Townsend Public Schools.

Staff members are allowed to set up social media accounts for schools, programs and departments. These accounts must be approved by the Communications Director, and staff must agree to the page/account owner requirements. Please refer to the last section of this document for guidelines and procedures. The following social media accounts are approved for schools, programs and departments: Facebook, Twitter, Instagram, YouTube, and Vimeo.

The dos and don'ts for staff use of all social media platforms:

- Check the Photo Opt-Out List: Families who do not want their student's photo or video published are required to notify their student's school office. Office staff are required to maintain this information. Staff are responsible for checking the photo opt-out list in the office.
- *Please note:* The photo opt-out list is reset at the start of every school year. The list can be updated at any point in the year. It is important to review the list before posting any photos or videos on an approved school, program or department social media account.
- Get Permission. Check with your colleagues before posting their photographs and/or video images. Additionally, students, parents, and colleagues should not be cited or obviously referenced without their approval. It is acceptable to discuss general details about projects, lessons, or events and to use non-identifying pseudonyms for an individual as long as the information provided does not make it easy for someone to identify the individual or violate any privacy law.
- Share information. Schools are encouraged to provide the Communications office with content for the district's social media pages. Staff in central office departments should also work with Communications to incorporate specific messages into district-managed social media tools.
- Be professional. Always express ideas and opinions in a respectful manner. Staff are encouraged not to post negative comments or remarks related to Port Townsend Public Schools, its schools, students or staff. If you have an issue or concern as an employee, we encourage you to speak with your supervisor or contact the Human Resources team. Posting concerns on the internet or social media sites is not the most constructive way to resolve a concern. The Electronic Resources Policy 2022 and its Procedure 2022P apply to all Internet and social media use. What you write is ultimately your responsibility. Exercise good judgement and err on the side of caution. When in doubt, don't post it.
- Be transparent. Your honesty—or dishonesty—will be noticed in the social media environment. If you are posting about your work on a District-affiliated site, use your

real name and identify your employment relationship with the District. Be clear about your role. If you have a vested interest in what you are discussing, be the first to point it out. If you publish to a site outside the District's network, use a disclaimer to state in clear terms that the views expressed are your own and do not necessarily reflect the views of Port Townsend Public Schools.

- If there is incorrect information in a comment/post, respond with factual information.
- If confronted with a difference of opinion, keep your cool. If you make an error, be up front about your mistake and correct it quickly. Express your points in a clear, logical way. Sometimes it is better to ignore a comment rather than give it credibility by acknowledging it with a response.
- Your use of any social media network and your postings, displays, or communications on any social media network must comply with all state and federal laws.
- District social media sites will not be used to generate income.
- Everything published on the district's social media sites is considered public record and can be requested as part of the Public Records Act (RCW 42.56).
- Remember that it is unacceptable to converse with students outside of school except for authorized educational purposes. Staff are required to adhere to the standards outlined in Policy 5253 Maintaining Professional Staff/Student Boundaries and its procedures. Public social networking sites are not the place to conduct school business with students or parents.
- Students and staff should not reveal student personal information on websites, blogs, podcasts, videos, wikis, and email or as content on any other electronic medium. No student pictures or names can be published on any class, school or district website unless the appropriate permission has been verified according to Student Records Policy 3231 and Procedure 3231P.
- Be mindful that certain language may trigger filters.
- Make sure your online activities do not interfere with your job. District technologies are provided for educational use. Personal use of social media during District time is prohibited.

Setting Up a Social Media Account for Your School, Program or Department

- Staff must get approval from the Communications Director before establishing a social media account for a school, program or department.

- To receive approval, please return a completed *Social Media Account Registration Form*, found on the Board Policies page of the district website. Existing accounts, upon adoption of this policy, must be registered.
- Requests to establish a page should be addressed to Communications Director. Please include the purpose, audience, type of content planned, timeline, and how you plan to promote the page. Please call Communications at 360-385-6661 if you would like to discuss or have questions.
- Staff must grant administrator permissions to the Communications Director when establishing a Facebook account, and provide username and passwords for all other social media accounts created for schools, programs and departments.
- Accounts will use an official PTSD or associated school or program logo as a profile image. Accounts will have “Port Townsend School District” or the school name in the account name.
- Once a social media account is approved and set up, staff must register the account with Archive Social, the district tool that archives social media content. The Communications office will send staff an email with instructions on how to register with Archive Social following approval of the account.
- Only employees will be administrators of district accounts.

Many staff have accounts staff use that do not represent their school or program, but do represent them or their classrooms. If your account meets at least one of the following criteria, it must also be registered with the Communications office:

- The account is connected to your firstlast@ptschools.org OR firstlast@g.ptschools.org email address.
- The account’s primary purpose is to promote your classroom, school, or district.

If you are not sure, contact the Communications Director. We want to talk to you and help you figure it out.

We consider the following in granting the privilege to establish a social media account will include:

- Purpose must be educational or promote Port Townsend Public Schools programs, schools or departments.
- Approval must be obtained from the school principal or program/project director prior to seeking approval from Communications.

- A school or district administrator must be assigned to monitor the social media account to ensure the content is appropriate and the account is kept up-to-date with fresh content.
- Postings to the account must follow all Port Townsend School District social media and electronic resource policies and guidelines.

DATE: 1/17/19.

PORT TOWNSEND SCHOOL DISTRICT NO. 50