

Robbinsville Board of Education

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POLICY

Section: PROGRAMS

Policy 2361.1 Archiving of District Social Media

Date Created: November 2018

Purpose

This policy defines the social networking and social media policy for Robbinsville Public Schools, the “District”. To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, District departments may consider using social media tools to reach a broader audience.

The District has an overriding interest and expectation in deciding what is “spoken” on its behalf on social media sites. This policy establishes guidelines for the use of social media.

Social media is defined as any form of online publication allows interactive communication, including, but not limited to, social networks, blogs, websites, Internet forums, and wikis. Examples of social media are Facebook, Twitter, Instagram, YouTube, Pinterest and Flickr.

Acceptable Use

Personal Use

All District employees may have personal social networking, Web 2.0 and social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work related information. Following this principle helps ensure a distinction between sharing personal and District views.

District employees must never use their district email account or password in conjunction with a personal social networking, Web 2.0 or social media site. The following guidance is for District employees who decide to have a personal social media, Web 2.0 or social networking site or who decide to comment on posts about official District business:

- State your name and, if relevant, role, when discussing District business
- Use a disclaimer such as: “The postings on this site are my own and don’t reflect or represent the opinions of the District for which I work.”
- Even with strict privacy settings, when posting online comments that are related to the District, staff should act as if all posts are in the public domain.
- Do not access personal social media profiles from school computers, on school networks, or during work hours.
- The District discourages staff members from “friending” current students on personal social media accounts.

Professional Use

All official District-related communication through social media, Web 2.0 and social networking outlets should remain professional in nature and should always be conducted in accordance with the District’s communications policy, practices and expectations. Employees must not use official District social media, Web 2.0 or social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

District employees should be mindful that inappropriate usage of official District social media, Web 2.0 and social networking sites can be grounds for disciplinary action. If social media, Web 2.0 and social networking sites are used for official District business, the entire District site, regardless of any personal views, is subject to best practices guidelines, and standards.

Only individuals authorized by the District may publish content to a District website or social media profile.

Approval and Registration

All District social media sites shall be (1) approved by the principal/designee of each building; (2) published using approved social networking platform and tools; and (3) administered by the contact or their designee. Each Fall, principals will send a list of submissions to the superintendent for approval.

Oversight and Enforcement

Employees representing the District through social media outlets or participating in social media features on district websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in District social media sites, blogs, or other social media features.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms.

District employees recognize that the content and messages they post on social media websites are public and may be cited as official District statements. Social media should not be used to circumvent other district communication policies.

District employees may not publish information on district social media sites that includes:

- Confidential information about students or staff
- Copyright violations
- Profanity, racist, sexist or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM

Records Retention

Social media sites contain communications sent to or received by the District and its employees, and such communications are therefore public records. These retention requirements apply regardless of the form of the record (ex., digital text, photos, audio, and video). The District shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible.

External Policy

The following guidelines must be displayed to users on all social media sites or made available by hyperlink

Moderation of Third Party Content

This district social media site serves as a limited public forum and all content published is subject to monitoring. User-generated posts will be rejected or removed if possible when the content of a post:

- is off-subject or out of context

- contains obscenity or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise individual or public safety
- advertises or promotes a commercial product or service, or any entity or individual
- promotes or endorses political campaigns or candidates

Public Records Law

District social media sites are subject to applicable public records laws. Any content maintained in a social media format related to district business, including communication posted by the District and communication received from citizens, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for social media content.

Adopted: 29 January 2019