

DISTRICT USE OF SOCIAL MEDIA

The administration, with the express advance approval of the District Administrator and the prior input of the Director of Technology, may establish one or more official District accounts through third-party social media applications for the purpose of enhancing the community's ability to access information about the District and its programs, activities and events. Any such account(s) shall be maintained in a manner consistent with the following requirements, as well as any other standards or rules that the District Administrator or his/her designee may establish:

1. The primary purpose of any District social media account established pursuant to this policy shall be the communication of information from and about the District to school families and the larger community, including communications issued for public relations purposes. Accordingly, any District social media account that may be established shall not serve as a public forum or limited or designated forum for the expression or posting of opinions, concerns, beliefs or other information.
 - a. A District-sponsored social media account may be used to promote District and school-related programs, activities and events, as well as to provide information about District and school schedules, meetings, and important deadlines.
 - b. At the discretion of the District Administrator, the District may choose to use its social media account(s) to include District announcements of the activities and accomplishments of any groups that have been organized primarily to support a school-related purpose, such as parent-teacher organizations and booster clubs, provided that the same standards are applied to all such groups when similarly situated.
 - c. The non-school events, activities, or accomplishments of third-party groups or organizations that are not organized primarily to support a school-related purpose shall not be advertised or promoted through any District social media account(s).
 - d. Any other use of a District-sponsored social media account that is otherwise consistent with this policy may be conditionally approved and implemented by the District Administrator, but shall be brought before the School Board for final approval.
2. When establishing any District-sponsored social media account for public communications, consideration shall be given to the accessibility of the social media account to individuals with disabilities.
3. The District's social media account(s) for public communications shall include the display of the District's name; and, where technologically feasible, the main account page or specific communications sent through the account shall include the URL of the official District website and the telephone number of the main administrative office of the District.
4. Notwithstanding any District policy in regard to any other release of student directory data, no individual student names or the photographs of any individually-identifiable students may be posted to or otherwise publicly disseminated through a District-sponsored social media account unless the District first obtains the advance written consent of the student's parent or guardian (or of the adult student, if at least 18 years old).
5. The District's social media account(s) for public communications shall not make use of any private or closed networks or groups. Any member of the public interested in accessing the information the District provides through its public information social media account(s) shall be permitted to have such access.
6. To the extent any social media application allows the account holder to offer a public posting, public reply, or other public messaging option to users other than the account holder (i.e., a feature in which comments or other information can be posted by non-District users and displayed

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through the account for access by other public users), such a feature shall not be enabled in connection with the District account.

7. A District-sponsored social media account established through this policy shall not be relied upon to establish compliance with the requirements for giving public notice of Board meetings or the meetings of other governmental bodies that fall under the purview of the Board or District. Any notice of such meetings that may be provided through a District-sponsored social media account shall be considered exclusively supplemental in nature.
8. Prior to approving the establishment and use of any District-sponsored electronic social media account under this policy, the District Administrator shall ensure that there is a plan in place for managing the records created or maintained through the account.

In the event that the District Administrator approves the establishment of a District social media account(s) for public communications pursuant to this policy, the District Administrator shall inform the Board of that decision.

Except for District-sponsored social media accounts that have been approved pursuant to this policy, no District employee, member of the Board, or other person acting as an agent of the District shall establish any account, site, page, blog or other similar presence on a third-party website or on any other third-party electronic social media application that purports to represent, or that a member of the public would be likely to reasonably believe represents (e.g., due to the manner in which information is presented), an official or authorized account, site, page, blog or other similar presence of the full Board, the District, any District school, or any District-sponsored program or activity (e.g., athletic teams).

This policy is not intended to address the use of the District's internal technology networks and email system, the District's password-based electronic student information system, the instructional use of the Internet, or the use of specific websites or applications for direct instructional or other internal purposes (e.g., staff development). Those issues are governed by separate policies, rules and/or administrative directives.

LEGAL REFERENCES:

Federal Laws

Americans with Disabilities Act [disability discrimination; reasonable accommodations and civil rights protections for individuals with disabilities]

Section 504 of the Rehabilitation Act [disability discrimination; reasonable accommodations]

Wisconsin Statutes

Sections 19.31 to 19.37 [Wisconsin Public Records Law]

Section 118.125 [confidentiality of student records; disclosure of directory data]

CROSS REFERENCES:

821.5 Rule District Use of Social Media for Public Information Purposes

ADOPTION DATE: March 9, 2017

Re-Adopted: April 13, 2023