

DISTRICT USE OF SOCIAL MEDIA FOR PUBLIC INFORMATION PURPOSES

Prior to authorizing the creation of a District social media account(s) for public communications, the District Administrator will evaluate the following general considerations:

1. The value that the proposed social media account has as a communications channel in relation to other available options and other existing communications mechanisms (e.g., the official District website, student information systems, automated telephone alerts, etc.).
2. Whether any message, comment or reply feature that permits a public user of a social media application to send information that is accessible only to the account holder (District administration) will be enabled, based on an assessment of whether messages or other information sent to the District through such a feature will be an effective way of communicating with District personnel.
3. Anticipated direct costs and indirect costs (e.g., staff time and training) associated with establishing and maintaining the proposed social media account.

Prior to authorizing the creation of any District social media account for public communications through any application, the District Administrator shall ensure that the following specific issues, in addition to the requirements of Board policy, have been addressed in connection with any proposed social media account:

1. Procedures for maintaining the security of the District's account, including the password and related account access information.
2. Procedures for tracking and retaining the records created or maintained when using the social media account that are consistent with the requirements of the Wisconsin Public Records Law and Board policy.
3. A decision as to whether the account will be used as a secondary means for alerting the community to emergency notices or other health and safety issues. If so, appropriate staff shall be notified of their specific responsibilities to ensure that such information is appropriately posted.
4. A review of the social media application's license and user agreement(s) by the District Administrator and/or legal counsel to ensure that the District will be able to comply with its requirements and to verify that the terms of the license are compatible with the District's best interests and sound business practices.
5. Identification of the individuals who will have the authority to access and post information through the account. Such individuals shall be provided expectations in regard to their prior review and approval of content, and they shall be informed of the specific requirements of this administrative rule and the related Board policy, the requirements of the account's license and user agreement(s), and such other requirements as the District Administrator and/or Director of Technology may find prudent.
6. A plan for reviewing the effectiveness and utility of the proposed social media account following implementation.

Any proposal to create a District-sponsored account through any form of electronic social media shall address all of the above general and specific considerations.

ADOPTION DATE: March 9, 2017
Re-Adopted: April 13, 2023