

DISTRICT USE OF SOCIAL MEDIA

The Brodhead School Board recognizes the value of social media such as Facebook, blogs, etc. as a means of communication and education and authorizes the District use of such social media in accordance with established Board policy.

According to Board policy, it is the Board's intention to use these types of electronic communications as a way to further the goals of the District. The specific policy guidelines for District use of social media are outlined below:

1. The School District of Brodhead's website will remain the District's primary Internet presence at the District level. Content posted by District individual/department social media sites (e.g., Facebook) may also be available on the District's individual/department website locations.
 2. All social media sites posted by District staff members will be subject to approval by the Superintendent and/or the District's Technology Director. The District reserves the right to restrict or remove any content that is deemed in violation of Board policy or state law.
 - Visitors and users of District-sponsored social media sites shall be notified that the intended purpose of the site is to serve as a form of communication between the District and the public. This message shall be posted on any site that has been established by District staff.
 - Social media sites posted by District staff members will limit public interaction by restricting the public's involvement (i.e. limiting participation in Facebook to a "fan" type of status rather than a "friend" type of status).
 - Social media sites posted by District staff members will not identify individuals by name. District Staff may not post images on any social media site without written parental consent, except for images of students/staff taken in the public arena, such as sporting events, concerts and other school related activities.
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3. District and staff web pages, social media sites, articles and comments containing any of the following content will not be allowed:
 - Comments in support of or opposition to political campaigns or ballot measures;
 - Profane language or content;
 - Content that promotes, fosters or perpetuates discrimination on the basis of factors including race, creed, color, age, religion, sex, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - Sexual content or links to sexual content;
 - Solicitations of commerce [excluding promotion of fundraising activities];
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the District, District systems, students or staff;
 - Content that violates a legal ownership interest of another party; or
 - Any other inappropriate materials, written or otherwise.
 4. District social media sites are subject to the Wisconsin public records laws. The person or department responsible for creating/maintaining a site will ensure that content is available in an accessible format that is easily produced in response to a request for public records. Each site must state that all requests for public records must be directed to the Superintendent.
 5. Persons/Departments responsible for creating/maintaining a site will preserve records in accordance with established District and State records retention schedules.
 6. District staff that choose to establish a social media site will be responsible for the following:
 - Documented approval form signed by the Superintendent and/or the Technology Director.
 - Will retain and comply with the rules and regulations set forth by District Policy GBCBB.
 - The staff member will be responsible for maintaining the site as well as regular monitoring of material posted on the site.
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7. Anything posted on an employee’s school website, web log, or other Internet content for which the employee is responsible will be subject to all District policies, rules, regulations, and guidelines. The District is free to view and monitor an employee’s website at anytime without consent or previous approval.

8. Any employee who is responsible for a school social media site or posting that fails to comply with the rules and regulations set forth by this policy shall be subject to discipline, up to, and including possible termination.

9. The School District will not be responsible for non-school personal social media sites or outside organizations with social media sites. District staff that chooses to have a private site may be subject to inspection or public records requests if used to conduct school-related business.

While the District may try to identify non-district individuals/organizations that use the District name/likeness, the District cannot regulate and monitor all possible uses beyond the District’s knowledge.

LEGAL REF: WI. ST. 16.61, 19.21, 118.125
Federal Children’s Internet Protection Act
Children’s Online Protection Act
Family Educational Rights and Privacy Act

Adopted: _____ December 10, 2014 _____

Last Revision: _____

Last Review: _____ February 8, 2017 _____
