

1114 SALISBURY CENTRAL SCHOOL-SPONSORED SOCIAL MEDIA

The Board of Education (Board) recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official Salisbury Central School social media platform shall be to further the school's vision and mission, support student learning and staff professional development, and enhance communication with students, parents/guardians, staff, and community members.

The Principal or designee shall develop content guidelines and protocols for official Salisbury Central social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

GUIDELINES FOR CONTENT

Official Salisbury Central School social media platforms shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. By creating these official sites and allowing for public comment, the Board does not intend to create a limited public forum or otherwise guarantee an individual's right to free speech.

The Principal or designee shall ensure that the limited purpose of the official Salisbury Central School social media platforms is clearly communicated to users. Each site shall contain a statement that specifies the site's purposes along with a statement that users are expected to use the site only for those purposes. Each site shall also contain a statement that users are personally responsible for the content of their posts.

Official Salisbury Central School social media platforms may not contain content that is obscene, libelous, or so incites students as to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules, or substantial disruption of the school's orderly operation.

Staff or students who post prohibited content shall be subject to discipline in accordance with Salisbury Central School policies and administrative regulations.

Users of official Salisbury Central School social media platforms should be aware of the public nature and accessibility of social media and that information posted may be considered a public record subject to disclosure under the Freedom of Information Act. The Board expects users to conduct themselves in a respectful, courteous, and professional manner.

PRIVACY

The Principal or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on official District social media platforms.

Board policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, as specified in other applicable Board policies shall also apply to official Salisbury Central School social media platforms.

Social media and networking sites and other online platforms shall not be used by Salisbury Central School employees to transmit confidential information about students, employees, or operations.

All employees participating in the use of Salisbury Central School social media platforms and endorsed social media shall follow the Connecticut Code of Professional Responsibility for Educators as stated in the Regulations of Connecticut State Agencies, Section 10-145d-400a.

(cf. 1100 – Communications with the Public)
(cf. 1110.1 – Parent Involvement)
(cf. 1112 – News Media Relationships)
(cf. 4118.5/4218.5 – Staff Acceptable Computer Use)
(cf. 4118.51/4218.51 – Social Networking)
(cf. 5114 – Suspension/Expulsion; Due Process)
(cf. 5125 – Student Records)
(cf. 5131 – Conduct)
(cf. 5131.911 – Bullying)
(cf. 5131.913 – Cyberbullying)
(cf. 5142.2 – Freedom of Expression)
(cf. 5144 – Discipline)
(cf. 6141.321 – Acceptable Computer Use)
(cf. 6141.323 – Filtering Access to Electronic Networks)
(cf. 6141.324 – Posting of Student Work/Photographs)
(cf. 6141.326 – Online Social Networking)
(cf. 6145.5 – Student Organization and Equal Access)
(cf. 9327 – Electronic Mail Communications)

Legal Reference: Connecticut General Statutes
1-19(b)(11) Access to public records. Exempt records.
10-15b Access of parent or guardians to student's records.
10-209 Records not to be public.
11-8a Retention, destruction and transfer of documents.
11-8b Transfer or disposal of public records. State Library Board to adopt regulations.
46b-56(e) Access to Records of Minors.
Regulations of Connecticut State Agencies, Section 10-145d-400a, (Professional Responsibility for Educators)

Federal Family Educational Rights and Privacy Act of 1974 (section 438 of the General Education Provisions Act, as amended, added by section 513 of PL 93-568, codified at 20 U.S.C. 1232g.).

Dept. of Education. 34 CFR. Part 99 (May 9, 1980 45 FR 30802) regs. implementing FERPA enacted as part of 438 of General Education Provisions Act (20 U.S.C. 1232g)parent and student privacy and other rights with respect to educational records, as amended 11/21/96.

Children’s Internet Protection Act of 2000 (HR 4577, P.L.106554)

Communications Act of 1934, as amended (47 U.S.C. 254[h],[I])

Elementary and Secondary Education Act of 1965, as amended (20 U.S.C. 6801 et seq., Part F)

Public Law 94-553, The Copyright Act of 1976, 17 U.S.C. 101 et. seq.

Reno v. ACLU, 521 U.S. 844 (1997)

Ginsberg v. New York, 390 U.S. 629, at 642, n.10 (1968)

Board of Education v. Pico, 457 U.S. 868 (1988)

Hazelwood School District v. Kuhlmeier, 484 U.S. 620, 267 (1988)

DEFINITIONS

Social media means any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites such as Facebook, Twitter, YouTube, LinkedIn, or blogs.

Note: *To minimize liability to the district, it is important that Salisbury Central School clearly define the official social media platforms over which it has control and to specify the standards, guidelines, and protocols for their use. The following definition may be revised to reflect Salisbury Central School practice. Salisbury Central School policy and guidelines do not apply to personal social media platforms that may be created by students, staff members, or other individuals, which may sometimes include discussion of district-related issues but are not sponsored by the district.*

Official Salisbury Central School social media platform is a site authorized by the Principal or designee. Sites that have not been authorized by the Principal or designee but that contain content related to Salisbury Central School or comments on Salisbury Central School operations, such as a site created by a parent-teacher organization, booster club, or other school-connected organization or a student’s or employee’s personal site, are not considered official Salisbury Central School social media platforms.

AUTHORIZATION FOR OFFICIAL SALISBURY CENTRAL SCHOOL SOCIAL MEDIA PLATFORMS

The Principal or designee shall authorize the development of any official Salisbury Central School social media platform. Teachers and coaches shall obtain approval from the Principal before creating an official classroom or team social media platform.

GUIDELINES FOR CONTENT

The Principal or designee shall ensure that official Salisbury Central School social media platforms provide current information regarding Salisbury Central programs, activities, and operations, consistent with the goals and purposes of this policy and regulation. Official Salisbury Central School social media platforms shall contain content that is appropriate for all audiences.

Note: *Federal copyright law (17 USC 107) and the courts have generally provided that teachers, students, and schools are allowed to make “fair use” of materials for instructional purposes in situations which are not likely to deprive a publisher or an author of income. Unless there is a clear statement that text, art, or photos are in the “public domain” and available for free use, such material should not be replicated without prior permission of the owner of the copyright.*

The Principal or designee shall ensure that copyright laws are not violated in the use of material on official district social media platform.

Note: *Because of the open accessibility of social media, members of the public might post content on the official platform without prior approval by Salisbury Central School staff. By allowing the public to post comments, some legal analysts have opined that a “limited public forum” is created which grants individuals certain freedom of speech rights and limits the Salisbury Central School’s ability to remove comments or posts.*

In order to protect against possible constitutional challenges, any removal of content by Salisbury Central School should be based on viewpoint-neutral considerations, such as preventing the violation of laws against discrimination or harassment or the posting of materials that are unrelated to the purpose of the site. Salisbury Central School should consult legal counsel to ensure that its guidelines for removal of posts are consistent with law. Also see the accompanying Board policy.

The Principal or designee shall ensure that official Salisbury Central School social media platforms are regularly monitored. Staff members responsible for monitoring content may remove posts based on viewpoint-neutral considerations, such as lack of relation to the site's purpose or violation of Salisbury Central School's policy, regulation, or content guidelines.

Each official Salisbury Central School social media platform shall prominently display:

1. The purpose of the site along with a statement that users are expected to use the site only for those intended purposes.
2. Information on how to use the security settings of the social media platform.
3. A statement that the site is regularly monitored and that any inappropriate post will be promptly removed. Inappropriate posts include those that:
 - a. Are obscene, libelous, or so incite students as to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules, or substantial disruption of the school's orderly operation.
 - b. Are not related to the stated purpose of the site, including, but not limited to, comments of a commercial nature, political activity, and comments that constitute discrimination or harassment.
4. Protocols for users, including expectations that users will communicate in a respectful, courteous, and professional manner.
5. A statement that users are personally responsible for the content of their posts and that the Salisbury Central School is not responsible for the content of external online platforms.
6. A disclaimer that the views and comments expressed on the site are those of the users and do not necessarily reflect the views of Salisbury Central School.
7. A disclaimer that any user's reference to a specific commercial product or service does not imply endorsement or recommendation of that product or service by Salisbury Central School.
8. The individual(s) to contact regarding violation of guidelines on the use of official Salisbury Central School social media platforms.

Salisbury Central School employees who participate in official social media platforms shall adhere to all applicable policies and procedures, including, but not limited to, professional standards related to interactions with students.

When appropriate, employees using official Salisbury Central School social media platforms shall identify themselves by name and school title and include a disclaimer stating that the views and opinions expressed in their post are theirs alone and do not necessarily represent those of the school.

All staff shall receive information about appropriate use of the official Salisbury Central School social media platforms.

Adopted by the Salisbury Board of Education: March 28, 2016
Reviewed by the Salisbury Board of Education: May 20, 2019