

COMMUNITY RELATIONS

Guidelines for District Social Media Accounts

Pullman School District requires approval of all district-associated social media accounts (see form 4309F).

Please note:

- A. All content published on the district's social media sites is considered public record and can be requested as part of the Public Records Act (RCW 42.56).
- B. Irresponsible social media use can risk legal action against Pullman School District.
- C. Use of any social media network and postings, displays, or communications on any social media network must comply with all state and federal laws.
- D. Staff are required to adhere to the standards outlined in Policy 5253 Maintaining Professional Staff/Student Boundaries and its procedures. Public social networking sites are not the place to conduct school business with students or parents.

District social media accounts are expected to follow district standards, as outlined in this procedure and in form 4309F.

Only social media accounts approved by the district may use the district's name, the name of any of its schools or departments, its mascots or team names, or otherwise present words or images that purport to identify the social media account with the Pullman School District, its schools, departments, activities, or programs.

The district will own and a designee will regularly maintain and monitor any district-level accounts on social media sites. Social media is not intended to be used for policy decisions or items of legal and fiscal significance that have not been previously released to the public. Posting content via social media does not constitute giving official notice to the district, and all such inquiries should be directed to the appropriate program.

The district's use of social media is intended to promote the district's mission, goals, and specific learning objectives of a course of study. While the district may choose to allow user-generated content on its social media sites, by doing so the district does not intend to create an open public forum for speech. Nor does the district express approval or support for the views expressed by third-parties that appear on its social media sites.

The district will also post, where feasible, notice on its social media sites alerting users that all content related to district business on the site is a public record, subject to retention and disclosure. Social media content shall be preserved in accord with the applicable retention schedule, and in a format that preserves the integrity of the original record and is easily accessible. This policy applies to third-party hosted and internal social media tools that the district chooses to utilize. This includes social media tools that are hosted on district servers or networks, which are not accessible by the public.

Guidelines for Staff

I. Staff are allowed to set up social media accounts for schools, programs and departments.

These accounts must be pre-approved by the school principal and district, and staff must agree to the page/account owner requirements. Please refer to the Social Media Account Registration Form (4309F) for guidelines and procedures.

II. Setting up a social media account for your school, program or department:

- A. To receive approval and establish a social media account for a school, program, or department, please return a completed *Social Media Account Registration Form* (4309F) to the district office.

- B. Many staff have Twitter accounts staff use that do not represent their school or program, but do represent them or their classrooms. If an account meets at least one of the following criteria, it must also be registered with the district.
 - 1. The account is connected to a Pullman School District email address.
 - 2. The account's primary purpose is to promote the classroom, school, or district.

III. Requirements for staff use of all district-associated social media platforms:

- A. **Check the Photo/Media Opt-Out List:** Families who do not want their student's photo or video published are required to notify their student's school office. School secretaries are required to track this information and have it readily available to district staff. Staff are personally responsible for checking the photo/media opt-out list before posting any photo or video on social media. *Please note: The photo opt-out list is reset at the start of every school year. The list can be updated at any point in the year. It is important to review the list before posting any photos or videos on an approved school, program or department social media account.*
- B. **Get Permission.** Staff should check with colleagues before posting their photographs and/or video images. Additionally, students, parents, and colleagues should not be cited or referenced without their approval. It is acceptable to discuss general details about projects, lessons, or events as long as the information provided does not make it easy for someone to identify the individual or violate any privacy law.

IV. Guidelines for staff use of all district-associated social media platforms:

- A. **Share information.** Schools are encouraged to provide the district office with content for the district's social media pages. Staff in central office departments should also work with the district office to incorporate specific messages into district-managed social media tools.
- B. **Be professional.** Staff are responsible for exercising good judgment when posting.
- C. **Be transparent.** Staff members that are posting about their work on a district-affiliated site should use their real name and identify their employment relationship with the district. If staff members publish to a site outside the district's network, they should use a disclaimer to state in clear terms that the views expressed are their own and do not reflect the views of Pullman School District.

V. Disciplinary Action

Violation of any of the requirements or guidelines explained in the Social Media Policy and Procedures by district employees could be cause for disciplinary action up to and including termination of employment.

Staff are required to adhere to the standards outlined in Policy 5253 Maintaining Professional Staff/Student Boundaries and its procedures. Public social networking sites are not the place to conduct school business with students or parents.

Pullman School District reserves the right to change this and other policies at any time, and without prior notice. Please contact the district office by phone at 509.332.3581 or by email at info@psd267.org with any questions.