Clovis Unified School District

Digital Communication Review

SYNTRIC

May 1, 2014
Authored by: Trinette Marquis-Hobbs, APR

Clovis Unified School District

Digital Communication Review

Table of Contents

- Internet Communication Tool Matrix
- Legacy Transition/Consolidation Checklist
- New Tool Checklist
- Communication Options Worksheet
- Suggested Organizational Chart
- New Position Job Descriptions
- Annual Workload Plan
- Sample Social Media Policies

Background

The Clovis Unified School District (CUSD) enjoys a strong positive reputation in the region for its quality educational programs, rising test scores and responsive and engaging district leadership. District leaders understand the importance of effective school to home and community communication and offer a variety of successful ways to receive current information about schools, services, policies and events.

While the traditional communication channels have been thoughtfully grown to the point that they are staffed adequately and in some cases financially sustaining, district leaders want to ensure that the district's digital communications are developing in the same smart way.

One of the challenges that have faced districts throughout California is that the growth of the mainstream use of digital tools such as social media, website and texting and others occurred precisely during the time that districts throughout California were forced to make tremendous budget cuts. In many cases, this mean that although districts like Clovis recognized and responded to the parent and community demand to offer a wider variety of digital communication options, they were unable to invest in the needed internal tools, services, and infrastructure.

District leaders are aware that the dependence of the parent and general community on digital communication is growing and is the dominant and preferred form of communication for many families and community members.

CUSD hired Syntric to conduct an audit of their digital communication and to provide the district with recommendations about positioning the organization with a policy and staffing structure that will support the tremendous demand.

Analysis Process

For the purposes of this project, the scope was limited to reviewing digital communication channels primarily serving external audiences.

Syntric conducted interviews with personnel in the communications and technology services to collect information about current CUSD digital communication tools, including audiences, purpose, cost, responsible departments, training and integration. The results of the audit, captured in the Communication Tool Matrix, are attached in appendices of this document.

As a result of the Matrix, Syntric developed three potential tools to assist CUSD in their continued management of digital communication. They include:
- Communication Options Sheet - for use by leadership teams when making decisions that will impact the school community. It lists all of the CUSD communications tools with their associated audiences.
- Legacy Transition Checklist - for use in assessing the benefit of continuing to support older technology systems versus the benefit of transitioning to new systems.

- New tool checklist - for use in assessing the benefit of adopting a new digital communication tool.

Syntric also conducted an analysis of CUSD communications staffing against the skills needed for the growth of digital communication and in comparison to staffing arrangements at similar districts. In addition to input through the California School Public Relations Association, Syntric reviewed the Council of the Great City Schools survey results entitled Public Relations Offices in the Great City Schools October 2013.

As a result of this analysis, Syntric developed a recommendation for a new communications department organizational chart that includes two new positions dedicated to digital communication.

The audit also includes a review of existing CUSD board policies and administrative regulations related to digital communication. Specifically, the audit identifies potential risks and gaps in policies and regulations. As part of this document, Syntric includes some sample policies for the district's consideration.

Executive Summary - Recommendations and Budget Implications

Recommendation 1 - Transitioning from Legacy Systems

Syntric suggests the use of one-time funding for additional assistance for the technology services department to transition from several legacy systems and to provide training to appropriate employees on replacement systems. This funding would need to include the cost of providing substitutes when needed for employee training time.

On an ongoing basis, when an individual system is deemed to be outdated and in need of replacement, the associated work and cost can likely be absorbed within the routine workload and budget of the affected departments.

Recommendation 2 - Website Reorganization and Upgrade

Syntric suggests the use of one-time funding for additional assistance in reviewing the current website, creating a new site architecture and suggesting a new content management system (CMS) that allows more users to generate and manage content. In addition, after this work is completed Syntric recommends one-time funding for assistance in the design, development, and integration of a new website design with the selected CMS.

Ongoing management of the site content would be the responsibility of the communications department, specifically the Internet Communications Specialist. Interested departments with the need for frequently refreshed content could have a department representative trained in the CMS and authorized to update their department's content. Ongoing troubleshooting and maintenance of the infrastructure would continue to be the responsibility of the district's technology services department, but the new CMS must be able to accommodate rapid and regular adjustments to digital media content and structure.

Recommendation 3 - Digital Communication Positions

Syntric recommends ongoing funding of two new positions in the communication department. One position, the Web Communication Specialist, would be responsible for assisting in the creation of a comprehensive plan for CUSD's district and school site websites. The other, the Social Communication Specialist, would be responsible for CUSD's district and school site social media engagement. The Social Communication Specialist should also bring a strong video production skillset. Both positions would assist in overseeing the consistency of communications across all channels and implementing the overall department communication plan effectively for consistent and engaged digital presence. The addition of these strengths and skill sets would help increase the use of video in digital communication and encourage broader and more diverse engagement using the internet and other digital forms.

Recommendation 4 - Social Media Interaction Policies

Syntric would recommend the addition of a policy and administrative regulation that provides guidance on the online behavior expected on the part of students, teachers and the school community in their interactions with each other and other groups. For example the board should consider suggesting that all teacher to student online interactions take place in public forums or at least through district-provided systems that are traceable. These actions protect the student, teacher and district.

Suggested Budget Range

Digital Communication Specialist (annually) ……………..$44,000-57,000
Transition from older systems (one-time) ………………….Dependent on systems
Training on new systems (one-time) ………………….....Dependent on systems/personnel
Website reorganization plan (one-time) ……………………$10,000 - $20,000
Website design, development, and
integration/implementation (one-time) ……………………...$60,000 - $100,000

Discussion

Area 1 – Digital communication tools

The Internet communication tool matrix found in the appendices of this document is the culmination of interviews, meetings, and online collaboration involving CUSD technology services personnel, communications department personnel and Syntric. As a result of collecting information about all of the digital tools CUSD departments are utilizing at the district level, Syntric can recommend a couple areas where there may be overlap and CUSD can consider simplifying several systems.

Simplifying the number of systems that the CUSD technology services team is supporting will assist the district in a number of ways. There is the obvious cost of purchasing and maintaining support for multiple systems that perform the same function. In addition, holding on to older systems can add even more cost through the need for specialized technology support, and the inability of the system to integrate with newer technologies.

There is also an opportunity cost associated with maintaining multiple system complexities. The time that is spent by technology services and another department staff in working with these systems takes away from the amount of time available to innovate and improve services overall.

Suggested Areas for Simplification

Syntric had identified the categories below as areas where CUSD technology services staff should review and consider consolidating systems that appear to provide similar functionality.

In the area of document sharing the systems include:
- Docushare
- Google Cloud Storage
- Office 365 Cloud Storage
- Network Shares
- Sharepoint
- Lotus Notes

In the area of event management and calendaring the systems include:
- EMS
- Eventbrite
- Google Calendar
- Exchange Calendar
- Office 365 Calendar

In the area of human resources and finance workflow documentation the systems include:
- Tyler Munis
- Fortis

- Lotus Notes

It is important to acknowledge how difficult it is for people to consider a change to the tools that they have come to depend upon for their day to day work. Every effort should be made to make transitions during the summer or other slower times of the year for a particular department. In addition, department staff should be given notice that the change is being considered and an opportunity to communicate any reasons why the change would hurt the department or organization as a whole.

There are two structural supports included in the appendix of this document that may assist CUSD as they consider retiring older systems and adopting newer systems going forward. The New Tool Checklist provides a number of items for consideration when the organization or individual may be moving to a new system. The Legacy Transition Checklist provides a list of items for consideration when the organization is moving away from a system.

Area 2- Digital communication staffing structure

Website Ownership

One of the transitions taking place in districts throughout the country is the ownership of the organization's website and other digital communication tools. During the first iteration of school district websites, almost all sites were created within the domain of the organization's technology services department, many times with the assistance of an outside vendor.

As school districts became more convinced of the importance and potential of their web presence, many obtained internal web developers to create the next generation of websites. In the first and second generation of websites, they were primarily housed in the technology services departments, and updates were submitted through one person to a small team of developers.

Now that the industry has advanced to the point that there are a number of CMS tools that allow organizations to decentralize the areas of the website that need frequently refreshed content. In some cases, districts have moved content and layout responsibility entirely to individual departments with email links to each department website representative at the bottom of that department's page. Technology services department personnel maintain their own department pages and troubleshooting and maintaining the CMS system.

While CUSD may not be ready to completely decentralize their website, a move in that direction would free up much needed technology resources while allowing content to be updated more easily by the content owners in appropriate departments. The new CMS structure must accommodate rapid and ongoing change to meet the demands of digital media users.

Current Staffing Levels

In addition to input from a variety of similar sized California districts, Syntric reviewed the results of the 2013 Council of Great City Schools survey of school public relations (PR) offices. Of the 45 included in the survey, the PR offices displayed many similarities, but also ranged in size. For example:
• Thirty-three districts (71%) have PR offices with staff between 5 and 20 people
• Seven of the districts (17%) have PR offices with staff of fewer than 5 people
• Four districts (12%) have PR offices with staff of more than 20 people

In addition, twenty-five of the surveyed districts have webmasters on their PR staffs. Nearly all of the districts have a social media presence with and Facebook and Twitter are the most widely used social media platofrms.

The current size of CUSD communications department appears to be the appropriate size for the number of students and families served based on other similar-sized districts. However, when looking into the specifics of the personnel that function within this department, a different view emerges.

While there are currently seven positions within the department including the Chief Communication Officer, many of the positions are dedicated to functions outside of core communications and marketing. For example, two of the positions, both Clerical Specialist II, are a full-time and part-time receptionist for the CSUD front desk. While these positions do work on special projects when the front desk is slow, the department cannot responsibly count on these positions for important day to day communications-related tasks. A third position, Administrative Specialist to the Governing Board, is devoted to managing the responsibilities of the CUSD board of trustees.

Two additional positions, the Resource Development Specialist II and Resource Development Specialist I, contribute to the communications function through their work on CUSD Today and special event planning. They also spend a large amount of time on fundraising to support the CUSD foundation and advertising sales to support CUSD Today.

Considering these circumstances, that leaves the CUSD with 3 full time equivalent positions dedicated to communications and marketing, much lower than expected for a district the size of CUSD.

Given the ongoing growth and dependence on the website and social media channels for information and engagement, CUSD should consider the addition of two positions to the communications department. One position could be dedicated to the organization's web presence, the other to social media engagement.

With the addition of the two positions, the communications department would be more appropriately staffed and equipped to move forward in revitalizing the CUSD website and fully engaging the public with CUSD social media platforms. The department would also be positioned to stay current on emerging digital communication tools and effectively adopt

appropriate tools and strategies for engagement with staff, students, families and the larger community.

In addition, with two additional full-time positions, the department would have the capacity to ensure consistency across web and social media channels with school site websites and social media accounts. The development of minimum standards for information that must be available on a school site website, and training and support for school site digital communication efforts could improve in service to families. Digital communication is one strategy to increase outreach and engagement with diverse multicultural groups.

A new proposed organizational chart reflecting the two positions is included in the appendix of this document. In addition, potential job descriptions and first year work plan are included.

If only one position were added at this time, the two functions could be combined for the immediate future into a position called Digital Communication Specialist. However, the scope and scale of what can be accomplished would obviously need to be adjusted. Likely, this change would affect the level of consistency and engagement that the communications department could ensure at the school site level. School level social media accounts might not be frequently monitored and school level websites might not be frequently reviewed to ensure a minimum level of current information.

Area 3 - Discussion of current digital communication policies

Current CUSD Policies and Regulations

The board is responsible for establishing and maintaining an organizational structure that supports the district's vision and empowers the professional staff. Although the board doesn't implement policies or programs, the board is responsible for overseeing the development and adoption of policies and regulations that support the district's vision and provides staff with the guidance to carry it out.

After a review of the CUSD board policies and administrative regulations related to digital communication, a number of policies and regulations were identified.

Board policy and administrative number 7203 covering employee use of technology define and delineate safe and responsible employee uses of district provided technological resources. This includes permitted uses, prohibited uses, public records, confidential Information, student confidentiality, system maintenance and limitation of liability.

Board policy and administrative number 7205 covering student use of technology define and delineate safe and responsible student uses of district provided technological resources as well as technology tools and mobile devices that students bring to school. This includes safety instruction, external information resources, unauthorized use and access, district email, access to materials, plagiarism, security, student's rights and limitation of liability.

There are also several policies and administrative regulations peripherally impacted by digital communication practices, including:

- Board policy and administrative regulation 9101 Media Relations
- Board policy and administrative regulation 9203 Parent Involvement
- Board policy and administrative regulation 1102 Board Policy Dissemination

Potential Areas of Risk/Improvement

The current policies and administrative regulations demonstrate that CUSD has a commitment to open communication and lean toward assuming that staff members, students and the broader community will utilize good judgment in using digital communication, particularly when using district technology resources. They reveal a wider school community that has a high level of trust, which is to be commended.

Protecting Students and Staff

However, with the tremendous growth of online communication vehicles, it is more important than ever that CUSD provides straightforward guidance on what is acceptable behavior, particularly between students and staff. Throughout the country, the reputations and careers of students and educators have been damaged due to inappropriate communications between groups.

Without limiting the use of this innovative tool with great potential for teaching and learning, some issues to consider in social media policies or administrative regulations related to staff and social media include:

Same account versus separate accounts
Some districts have encouraged teachers and school leaders to keep a separate account for classroom communications to keep private lives separate.

Privacy settings on accounts
If an employee decides to keep the same account for personal and work business, they should consider restricting access to some information that is more personal in nature.

Friends posts
Staff should monitor items posted to their social media account to ensure the content is appropriate. Often content, including photos can be tagged with a person's name. Most tags can be removed, and in some cases there is a setting that requires a person's approval before it will post publicly.

Student friend requests

Staff should be prepared to respond to "friend" requests from students and parents of students.

Student access to teacher account

Students often post to social media sites from their cell phones so by the time staff checks their account at home, there could be some damaging content posted that never goes completely away. This feature can be disabled on with most social media sites through privacy settings.

Professionalism

Staff should be encouraged to avoid using vulgar or obscene language, or posting negative information about students or school administrators.

Mediated content

If a school or staff member is monitoring and editing or deleting public comments, it may be helpful to post a statement about the monitoring of comments and posts.

Public Record Issues

Legal precedent on social media is evolving as the industry evolves. However, it is important to note that some courts have found that if social media posts are work-related, an organization will most likely have to maintain a record of the statements. This concern also applies to home Facebook accounts if a staff member communicates about work on their private social media networks.

Permanent record and context

As part of the internet, a social media record cannot be completely erased. What is posted can be re-posted and transferred out of context.

Public access

Courts have considered some social media posts on-campus speech, with diminished First Amendment protections, stating that a teacher's influence and accountability extend to where students access technology. Posts related to work can be subpoenaed, even when they are private. Content posted is public domain so even news media can use any comments or content posted from any point in the past.

As part of this document, samples of suggested policies from other districts are available in the appendix. These samples include:
- St. Charles Parish School Board policy on electronic communications between employees and students
- Lake County Schools guidelines for employee use of social media networks

- Carrollton Public Schools board policy on social media
- Moore Norman Technology Center policy manual on social media networks
- Murrieta Valley USD board policy and administrative regulation on social media use

In addition, CUSD may want to consider the use of tools that can assist with passive monitoring of social media posts. Yammer is an example of such a system, and it allows the district to enter keywords or phrases that if posted will draw the attention of the district.

APPENDICES

Digital Communication Tool Matrix (provided electronically)

Legacy Transition Checklist

New Tool Checklist

Communication Options Sheet

Similar District Staffing Chart

Suggested Organizational Chart

New Position Job Descriptions

Annual Workload Plan

Sample Social Media Policies

.

Questions to Ask When Considering the Retirement of a Legacy System or Consolidating Multiple Systems

General

What is the system being used for?

What is the age of the system?

Are you using the most current version? What is the cost for obtaining the most current version?

Are there any regulatory requirements associated with the functionality of this system?

Are there storage space and power consumption issues to consider?

System Users and Frequency

How many employees, families or students use the system?

Is the system being accessed regularly by many users or just a handful?

Are users experiencing any problems with the system?

What is the date of last usage?

What is the learning curve for this system?

Data

Is there data stored within the system? Is the data confidential in nature?

Is the data currently secure?

Is new content being actively created in the system or is the system used for

reporting purposes?

What is your plan for retired data?

Are there any regulations require that legacy data be held for a certain period of time?

If needed, how employees and other stakeholders access the old data?

Replacement

Are there other systems in the organization that can serve the same purpose of the system in question?

How many users would need to be trained on the new system and what is the cost of training and customizing the new system?

If system broke tomorrow, would you be able to replace it without major disruption?

Are your annual support fees less than the system replacement costs for both hardware and software?

Do you have a newer/easier/cheaper/better system that does same thing?

Access

Do you have a system that only one person developed, understands and maintains?

Can you easily find people with the skills to maintain either your system?

Is the original vendor still in business and actively supporting your version of the system?

If you have special hardware for the system, does the original manufacturer still have replacement parts for your hardware or are you using hard-to-find third-party resources for parts?

Disruption to Service

Do you have the internal capacity to transition or do you have to outsource the transition?

When would be the best time/slowest time for the transition?

Are there any related systems that will be affected when the system ceases to be in use?

Will there be a need to consolidate related systems?

What licenses should be discontinued?

What networking and hardware resources should be put in place or cut off altogether?

Questions to Ask When Considering a New Communication Technology Tool

General

What will the new tool be used for?

Will it replace an existing digital tool, paper system, or is it a completely new function?

If replacing another system or tool, how does the new tool compare in cost and functionality?

Are there any regulatory requirements associated with the functionality of this tool?

Are storage space and power consumption issues to consider?

What are the potential risks associated with the use of this tool and how are you mitigating these risks?

What are the biggest challenges to the adoption of this new tool and how are you addressing them?

System Users and Frequency

How many employees, families or students would potentially use this tool?

What is the learning curve for this tool?

Data

Will there be data stored within the tool? Is the data confidential in nature?

What is the security protocol for the data?

Training

How many users would need to be trained on the new tool?

Is there training available?

What is the cost of training and customizing the new system?

Access

Is the new tool so customized that only one person developed, understands and maintains it?

Can you easily find people with the skills to maintain the new tool?

Is the original vendor still in business and actively supporting your version of the tool?

Disruption to Service

Do you have the internal capacity to transition or do you have to outsource the transition to the new tool?

When would be the best time/slowest time for the transition to the new tool?

CUSD Communication Options Worksheet

Project or Issue_____

	Tool	Description	Audience
Print	CUSD Today	Monthly print schedule	All
	Letter/flyer to families	As needed	Families
	Flyer posted	At school sites and DO as needed	All
	Letter to staff	Letter or paycheck stub message	Internal
Web	Events /Calendar	District web site listing	All
	News	District web site listing	All
	School web sites	School site web site listing	All
Email	Board email	Board only	Internal
	Leadership email	Leadership group only	Internal
	District email	All employees, groups of employees	Internal
	Community email	Collected lists, key communicators	All
School to home	Student automated call	Sent by school site	Families
	School Site Parent Mtg	Organized meeting with parents at a school site	Families
	School Site Staff Mtg	Organized meeting with staff at a school site	Internal
	School Signage	Message posted on the sign in front of school	All
	Classroom Mtg	Organized meeting with individual classes	Families
Media	Media Advisory	Sent to invite media to an event	All
	Media Release	Written after an event	All
	Media Story	Provided to community papers	All
Social	Facebook	Posted on district FB page	All
	Twitter	Tweet to followers	All
	YouTube	Posted on district account	All
District to home	Neighborhood Mtg	Organized meeting with community	Region
	Brown Bag	Lunchtime mtg with group to discuss issue	Internal or All
	Student automated call	Sent by district office	Families
	Parent Mtg	DO meeting with parents	Families
	Staff Mtg	DO meeting with staff	Internal
	DO Signage	Message posted at DO	All

Notes:

_____

Date Assigned:_____Staff:_____

Date Complete:_____ Follow-up with sites/departments with links? _____

Mins_____   Hours_____   Days_____

Size of School District PR Departments

District	District Size	Total Staff	Fewer than 5	Between 5 and 20	More than 20
Albuquerque	86,922	8.0		x	
Anchorage	48,500	14.0		x	
Austin	86,000	24.0			x
Baltimore	84,748	10.0		x	
Boston	58,000	6.0		x	
Bridgeport	20,000				
Charlotte	144,000	12.0		x	
Cincinnati	33,000	6.0		x	
Clark County	311,429	11.0		x	
Cleveland	40,871	9.0		x	
Dallas	157,000	34.0			x
Dayton	14,515	3.0	x		
Denver	84,424	17.0		x	
Des Moines	32,000	6.0		x	
Detroit	49,435	6.0		x	
Minneapolis	34,000	12.0		x	
Nashville	82,000	8.0		x	
Norfolk	33,000	10.0		x	
Oklahoma City	44,600	8.0		x	
Orange County	183,562	33.0			x
Palm Beach	178,000	14.0		x	
Portland	47,000	4.0	x		
Providence	23,600	4.0	x		
Richmond	23,000	7.0		x	
Rochester	28,600	6.0		x	
Sacramento	44,000	4.0	x		
Saint Louis	27,500	6.0		x	
Saint Paul	39,000	13.0		x	
San Diego	132,000	9.0		x	
San Francisco	56,000	5.0		x	
Santa Ana	56,000	4.0	x		
Shelby County	140,000	9.0		x	
Toledo	23,000	2.0	x		
Wichita	50,639	13.5		x	

Similar sized districts employ an average of 8 personnel within their school PR departments.

Based on Council of Great City Schools October 2013 survey report. School Districts outside of the range of CUSD are marked grey.

Clovis Unified School District - Proposed Communication Department Organization
May 19, 2014

Kelly Avants
Chief Communication Officer
- Develop and implement district communication plan & initiatives
- Manage foundation initiatives

Fundraising, Foundation, Events

Charity Susnick
Resource Development Specialist II
- Develop advertising & income
- Support foundation
- Grant writing

Brenda Hoffman
Resource Development Specialist I
- Support foundation & communication office
- Assist with fundraising activities
- Special event planning

Communications & Marketing

Susan Sawyer-Wise
Communications Specialist
- District newspaper
- Employee Recognition
- Media Relations

Proposed Position-TBD
Web Communication Specialist
- DO Web site architecture and content
- Support for school site websites

Proposed Position-TBD
Social Communication Specialist
- Coordinate DO social media engagement
- Support for school site social media efforts

Board Administration

Carol Clemens
Admin Specialist -Governing Board
- Board liaison
- Agendas, minutes, policy maintenance

Reception & Projects

Valerie Vance
Clerical Specialist II
- Manage district reception desk
- Special projects as available

Olivia Morgan
Clerical Specialist II (.5)
- Provide extended hours reception coverage
- Special projects as available

CUSD Proposed Position Job Description
Web Communication Specialist

- Create, write, source and execute website messaging plan that meet CUSD's objectives and coordinates with cross channel messaging calendar
- Pro-actively identify opportunities for CUSD to be promoted across communication channels and for message distribution/audience expansion opportunities
- Gather news/content relating to CUSD, the larger school community, education and other related topics
- Coordinate with the communications team regarding prioritization of news/events/highlights
- Edit and prepare content (written, video, social media) for release on and multiple platforms
- Work with district team to prepare and send breaking news alerts
- Manage the Search Engine Optimization capabilities and continual improvement of the CUSD website

Basic Qualifications

o Strong verbal/written communication and presentation skills
o Well-developed technological skills required (PC, Internet, Mobile, etc.)
o Able to manage deadlines and operate with a sense of urgency
o Strong understanding of all digital communication platforms
o Highly organized and can work effectively in a fast-paced, deadline-driven, team-oriented environment
o Must be results oriented and have a record of success working in a goal-oriented, highly accountable environment.
o Bachelor Degree in Communications or other related field
o Minimum of 3 years proven record of success
o Experience in education preferred

CUSD Proposed Position Job Description
Social Communication Specialist

- Create, write, source and execute social media plans that meet CUSD's objectives and coordinates with cross channel messaging calendar
- Continually review CUSD's social media accounts and other internet mentions to ensure positive and responsive engagement
- Pro-actively identify opportunities for CUSD to be promoted across communication channels and for message distribution/audience expansion opportunities
- Gather news/content relating to CUSD, the larger school community, education and other related topics
- Coordinate with the communications team regarding prioritization of news/events/highlights
- Edit and prepare content (written, video, social media) for release on mobile and multiple platforms (website, social media, app)
- Produce videos that reflect and promote the strengths of CUSD
- Work with district team to prepare and send breaking news alerts
- Manage the Search Engine Optimization capabilities and continual improvement of the CUSD website

Basic Qualifications

o Strong verbal/written communication and presentation skills
o Well-developed technological skills required (PC, Internet, Mobile, etc.)
o Able to manage deadlines and operate with a sense of urgency
o Strong understanding of all digital communication platforms
o Highly organized and can work effectively in a fast-paced, deadline-driven, team-oriented environment
o Must be results oriented and have a record of success working in a goal-oriented, highly accountable environment.
o Bachelor Degree in Communications or other related field
o Minimum of 3 years proven record of success
o Experience in education preferred

CUSD Proposed First Year Workplan
Web and Social Communication Specialist

August-October 2014
- Become familiar with CUSD as an organization, reading background material, previous communications plans and activities, and the communication plan for the year
- Create digital communication plans for each existing platform (CUSD website, Facebook, Twitter and YouTube) that meet CUSD's objectives and coordinates with cross channel messaging calendar
- Utilize available research to determine best practices related to website architecture to best meet the needs of the CUSD community
- Assist in the development of new architecture/site map for the CUSD website
- Assist in the review and selection of a new content management system for the CUSD website
- Assist in the review and selection of a vendor to provide a new website design and integration and implementation of content into the new content management system
- Review CUSD's social media accounts and other internet mentions to ensure positive and responsive engagement
- Conduct Search Engine Optimization review of the CUSD website and other appropriate digital media channels
- Begin development of a system to assist in tracking digital communication results for the year

November 2014-January 2015
- Write, source and execute digital content that coordinates with the CUSD communication plan for the year and cross channel messaging calendar
- Review CUSD's social media accounts and other internet mentions to ensure positive and responsive engagement
- Oversee new website design and integration and implementation of content into the new content management system
- Implement needed changes as a result of Search Engine Optimization review of the CUSD website and other appropriate digital media channels
- Finalize system to assist in tracking digital communication results for the year

February 2015 – April 2015

- Write, source and execute digital content that coordinates with the CUSD communication plan for the year and cross channel messaging calendar
- Review CUSD's social media accounts and other internet mentions to ensure positive and responsive engagement
- Oversee new website design and integration and implementation of content into the new content management system
- Continue to track digital communication results for the year

May 2015-July 2015
- Write, source and execute digital content that coordinates with the CUSD communication plan for the year and cross channel messaging calendar
- Review CUSD's social media accounts and other internet mentions to ensure positive and responsive engagement
- Continue to track digital communication results for the year
- Collect and analyze digital communication results for the year
- Evaluate the use of the new website through multiple methods
- Develop a plan for modifications needed to respond to website analytics and feedback
- Prepare annual report of digital communication results for the year

4.67 ELECTRONIC COMMUNICATIONS BETWEEN EMPLOYEES AND STUDENTS

The St. Charles Parish School Board shall require that all communications between its employees and students be appropriate and in accordance with state law. All electronic or any other communications by employees to students at any time shall be expected to be professional, acceptable in content to any reasonable person, and limited to information that is school-related or is acceptable to both student and parent.

The School Board is aware that the reputations and careers of students and educators have been damaged due to inappropriate communications between parties. Therefore, it is the intent of the St. Charles Parish School Board to make all employees and students aware of the expectations and procedures of the school system and the School Board in regard to proper use of all telecommunication devices and computers if used to communicate with one another. The policy is not intended to limit the use of technology as an effective teaching tool.

Employees shall be required to comply with all policies, procedures, and practices established by the School Board regarding direct communications with a student, and any failure to do so may result in disciplinary action, up to and including termination of employment. Extreme circumstances may constitute willful neglect of duty.   Should an employee's failure to comply also violate state or federal law, the Superintendent or his/her designee shall report such violation to the proper authorities.

Reference: La. Rev. Stat. Ann. §§14:40.3, 17:81, 17:239.

History: Initial Adoption October 7, 2009

Procedure: See Procedures Manual

4.67 ELECTRONIC COMMUNICATIONS BETWEEN EMPLOYEES AND STUDENTS

The St. Charles Parish School Board shall require that all communications between its employees and students be appropriate and in accordance with state law. All electronic or any other communications by employees to students at any time shall be expected to be professional, acceptable in content to any reasonable person, and limited to information that is school-related or is acceptable to both student and parent.

The School Board is aware that the reputations and careers of students and educators have been damaged due to inappropriate communications between parties. Therefore, it is the intent of the St. Charles Parish School Board to make all employees and students aware of the expectations and procedures of the school system and the School Board in regard to proper use of all telecommunication devices and computers if used to communicate with one another. The policy is not intended to limit the use of technology as an effective teaching tool.

Employees shall be required to comply with all policies, procedures, and practices established by the School Board regarding direct communications with a student, and any failure to do so may result in disciplinary action, up to and including termination of employment. Extreme circumstances may constitute willful neglect of duty.   Should an employee's failure to comply also violate state or federal law, the Superintendent or his/her designee shall report such violation to the proper authorities.

Reference: La. Rev. Stat. Ann. §§14:40.3, 17:81, 17:239.

History: Initial Adoption October 7, 2009

Procedure: See Procedures Manual

Lake County Schools

GUIDELINES FOR EMPLOYEE USE OF SOCIAL MEDIA NETWORKS

Introduction

Blogs, social networks and Websites such as *Facebook, Flickr, Linkedin, MySpace, Ustream, Blogger, Wordpress, Twitter, Wikipedia, YouTube,* and other emerging sites are new channels to share knowledge, express creativity and connect with others who share your interests.

The following "best practice" guidelines are being provided to help you effectively use these forums and follow state and/or District rules and policies.

All employees are expected to serve as positive ambassadors for the District. Any use of social networking sites or blogs creates the risk of affecting your professional career. It is vital that you conduct yourself in such a way that it does not adversely affect your employment and/or the District. All ethical expectations set forth in the "Code of Ethics and the Principles of Professional Conduct of the Education Profession" for employee/student relationships and communications apply in regard to any communication with a student. This applies to communications using the District's systems as well as privately owned systems.

Definitions

A. **Blog**

A blog is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Wordpress is an example of a blogging service.

B. **Facebook**

Facebook is a free-access social networking website that users can join to connect and interact with other people or organizations.

C. **Social Media or Social Media Network**

A social media, or social media networks, such as Facebook, focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web-based and provide a variety of ways for users to interact.

D. **Twitter**

Twitter is a social networking and micro-blogging service that enables users to send and read other user's updates, known as "tweets." Tweets are text postings which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers). Tweets can also be sent and received with cell phones, which may incur phone service provider fees.

E. YouTube

YouTube is a free video-sharing website on which users can upload, share and view videos.

F. Other

This is not an all inclusive list and there are other social networking sites that these guidelines encompass.

District/Professional Use

First and foremost, it is vital that when participating in Internet social media in a professional capacity that you are honest about who you are and you are thoughtful before you post. For business/District related use of such resources, remember:

- All use of district equipment is archived and becomes subject to public record laws. This includes checking personal e-mail and accessing websites for personal use or entertainment. Accessing inappropriate websites during work hours or using your District e-mail or resources inappropriately can result in disciplinary action.

- If you are participating on a social networking site and/or blog for District-related business, it **must** be done with the approval of the Superintendent or designee.
  o For approved users, when using a District e-mail address and/or equipment to participate in any social media or professional social networking activity (such as LinkedIn and others), your actions are public and employees will be held fully responsible for any and all activities.
  o Any information shared via social networking sites and/or blogs regarding the business of the District, whether using personal or District equipment, is considered public record.

- You must identify yourself and your position with the District – always use your name (never create an alias and never be anonymous).
  o Misidentifying yourself or providing false information may result in disciplinary action.

- The lake.k12.fl.us address attached to your name and/or e-mail implies that you

are acting on behalf of the District and as such, you are expected to conduct yourself as a professional.

- Do not post confidential or proprietary information about the District, its students, alumni or employees. Use good ethical judgment and follow District policies as well as state and federal requirements.

- By their very nature, social media websites and blogs are not private. Internet search engines can find information years after it was originally posted. Comments can be forwarded or copied and archival systems save information even if you delete a post.

- If you feel angry or passionate about a subject, it may not be the time to share your thoughts in a post – you should delay posting until you are calm and clear-headed. Always remember that no e-mail is ever fully deleted.

- Thoroughly spell and grammar check your content before you post. Citizens expect that education employees set a good example when they write and speak in public. It is important that you correct any errors as soon as you can. Since transparency is important, admit your mistake, apologize if necessary, correct it and move on.

- Remember you are writing for publication, even if it is just for a social networking web-site. Refrain from making unsubstantiated statements and avoid careless comments, such as "research shows" unless you also provide full citations of the research.

- Public social media networks, outside of those sponsored by the District, may not be used for classroom instruction or school-sponsored activities without the prior authorization of the Superintendent or designee.

Social Networking Sites & Blogs for Personal Use

The District takes no position on an employee's decision to participate in the use of social media networks for personal use on personal time. The personal use of these media during District time or on District equipment is prohibited. Below are suggested guidelines to follow when using social networking sites and/or blogs for personal use:

- Employees should be respectful and professional in all communications by word, image or other means. Employees should avoid use of obscene, profane or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, or defamatory or that discusses or encourages any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior or sexual harassment. If you post

information or comments that are not related to the District, your activities may still result in professional and/or personal repercussions. Such actions include, but are not limited to:

- o Posting of photographs or documents, regardless of the content, which could be considered offensive to other parties and be a violation of state and/or District rules and policies;
- o Posting of information that is considered to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts) may be a violation of state and/or District rules and policies.
- o Posting as a citizen about a non-job related matter of public concern (elections, environmental issues, etc.) and making comments that negatively affect the district's effectiveness or efficiency or otherwise disrupt the workplace.
- o Posting or blogging about personal subjects (i.e. dating, romance, drug or alcohol use). Your blog or web page should not contain any references to sexual subjects or contain vulgar or profane language or graphics. If your blog or web page was a movie, it should be rated "G".

- If you identify yourself as a District employee, your actions will reflect not only on you but on the District as well. In this case, you must state that you are expressing your own opinion, not that of the District. Readers may still associate you with the District, even with the disclaimer that your views are your own.

- Never pretend to be someone else and post information about the District. Tracking tools enable supposedly anonymous posts to be traced back to their authors. Blogging and posting anonymously does not protect you. The names of bloggers, webpage authors and other Internet users can be discovered through litigation.

- Do not use or post the District logo (defined as the LCS apple), individual school logos, mascots or any other such graphic representations on any social media network without permission from the Superintendent or designee.

- Do not blog or post about students to avoid disclosure of confidential information. Confidential student records include any information you acquire as an employee of the District. Never post images of students.

- Do not blog or post about your job duties, colleagues or supervisor to minimize the possibility of disclosing confidential information, sharing information about a private workplace complaint, or otherwise carelessly or unintentionally engaging in speech which could affect your employment.

- You do not have control of what others may post on social networking sites; therefore, be aware that your conduct in your private life may affect your professional life.

- Be vigilant about what others post about you or on your page and, if necessary, take steps to remove comments that pose a risk to you or the District. If visitors post to your blog or web page, monitor postings constantly and remove anything that is inappropriate or even gives the appearance of inappropriate conduct.

- It could be viewed as inappropriate for District employees to communicate with current students enrolled in the District on any public social networking site (Facebook, MySpace, etc.). This includes becoming "friends" or allowing students to access your personal page to communicate.
  - Refrain from creating "personal" webpages, etc. that permit social interaction with students.

- Employees should refrain from providing their personal e-mail address to students.
  - Employees should only provide their official District e-mail address (this address can be accessed via computers at work, at home and on personal digital assistants and smartphones) as a way to communicate with students or parents regarding District and/or school related business.

- During the work day, employees should refrain from participating on any social networking website for personal reasons, even from personal equipment (i.e. their own Blackberry, iPhone, laptop, netbook, etc.)
  - Employees should avoid posting personal comments – on their page or someone else's page – no matter whose equipment it is during lunch time and/or breaks since such activities will leave time-stamps that could be misinterpreted by others.

Conclusion

Due to the constant changing landscape of social media networks, this document will be periodically updated to reflect current trends, norms, and best practices in the use of social media.

While the use of these sites is becoming commonplace, it is important that, as an employee of Lake County Schools, you conduct yourself in an appropriate manner to avoid any unintended situations that could adversely affect your professional standing with the District. These guidelines are not intended to restrict your participation but rather to provide some protection if you choose to engage in online activities.

These guidelines are not intended to be all encompassing. Violation of Board policies, rules or the "Code of Ethics and the Principles of Professional Conduct of the Education Profession" may result in an adverse employment action.

Board Policy on Social Media

5202 Social Networking Conduct
The Superintendent and the school Principals will annually remind staff members and orient new staff members concerning the importance of maintaining proper decorum in the on-line, digital world as well as in person. Employees must conduct themselves in ways that do not distract from or disrupt the educational process. The orientation and reminders will give special emphasis to:
1. Improper fraternization with students using Facebook, MySpace and similar Internet sites or social networks, or via cell phone, texting or telephone.

      a. Teachers may not list current students as "friends" on individual, personal social networking sites. This does not prohibit mutual membership between a student and a teacher on a "fan page," or community or group social networking website. Teachers who are parents/guardians/relatives of children who attend Carrollton Public Schools may be considered exempt from this provision, as determined by the Superintendent.

      b. All individual (one-on-one) e-contacts with students should be through the District's computer and telephone system or a classroom social networking website that is exclusively used to discuss classroom assignments, homework, projects, or other topics that relate to the subject matter of the class. There is no expectation of privacy in these communications.

      c. All contacts and messages by coaches with team members shall be sent to all team members, except messages involving medical or academic privacy matters, in which case, the messages will be copied to the Athletic Director and the school Principal.

      d. Teachers will not give out their private cell phone or home phone numbers without prior approval of the District.

      e. Improper private contact via e-mail or phone is prohibited.
2. Inappropriateness of posting items with sexual content;
3. Inappropriateness of posting items exhibiting or advocating use of drugs
4. Examples of inappropriate behavior from other Districts, as behavior to avoid;
5. Monitoring and penalties for improper use of District computers and technology; and
6. The possibility of penalties, including dismissal from employment, for failure to exercise good judgment in on-line conduct
Enforcement
The Superintendent or designee will periodically conduct internet searches to see if teachers or other staff members have posted inappropriate materials on-line. When inappropriate use of computers and websites is discovered, the school Principals and/or Superintendent will review the information and consider appropriate disciplinary action.
Approved: January 16, 2012

I. Statement of Policy
The District recognizes the importance of online social media networks as a communication and e-learning tool. Toward that end, the District provides password-protected social media tools and District-approved technologies for e-learning and encourages use of District tools for collaboration by employees.

Social media networks, outside of those sponsored by the District, may not be used for classroom instruction or school-sponsored activities without the prior authorization of the Superintendent, or designee, and parental consent for student participation on social networks, to be with student records in Educational Services. The District may use these tools and other communication technologies in fulfilling its responsibility for effectively communicating with the general public.

The line between professional and personal relationships is blurred within a social media context. When employees choose to join or engage with District students, families or fellow employees in a social media context that exists outside those approved by the District, such contacts can NOT be made either during work hours or on District premises or using District property or equipment. Employees should exercise good judgment and common sense, while maintain their professionalism as District employees and should address inappropriate behavior or activity on these networks, including requirements for mandated reporting.

Employees must avoid posting any information or engaging in communications that violate state or federal laws or District policies.

II. Definitions
A. Public social media networks addressed in this policy are Facebook and Twitter. Other social media platforms used for instructional purposes are neither endorsed nor prohibited.

B. Facebook and Twitter accounts used for school purposes must be District-approved and password-protected. The District can limit public access within the District's electronics technologies network.

III. Employee Reminders
The following rules and guidelines apply to social networking and blogging when authorized by the District to be done on company time. The rules and guidelines apply to all employer-related blogs, social networking entries, Website communication, proper cell phone use and email contact - including employer subsidiaries or affiliates.

Prior to preparing and modifying content for MNTC's approved social network accounts, employee must: (1) agree to abide by MNTC's "social media content" requirements and, (2) complete the "Social Media Registration" process. Content must be relevant, add value and meet at least one of the specified goals or purposes developed by MNTC and specified by the key processes and key measures. If uncertain about any information, material or conversation, discuss the content with your supervisor.

All employees must identify themselves as employees of MNTC when posting authorized comments or responses on the employer's or on the social networking site.

Business units and departments are responsible for ensuring all blogging and social networking information complies with MNTC policies and procedures including but not limited to the following: *Bullying Policy*, *Sexual Harassment Policy*, *Safety and Wellness Procedures*, *Loyalty Statement* and *Acceptable Computer/Internet Use Agreement Policy*. Business unit and department heads are authorized to remove any content that does not meet the rules and guidelines of this policy or that may be illegal or offensive, upon approval of the primary account administrator as designated by the Superintendent.

MNTC expects all employees to abide by all rules and guidelines detailed in this policy.   At all times, MNTC reserves the right to remove, without advance notice or permission, any and all comments on the District's electronic technologies network which violate applicable laws, regulations and policies, Federal, state and local.   MNTC also reserves   all rights available to the District under applicable laws, regulations and policies, Federal, state and local.

MNTC respects the right of employees to use social networking sites and online communication methods and does not want to discourage employees from self-publishing and self-expression. However, employees are expected to follow the guidelines and policies set forth to provide a clear line between you as the <u>individual</u> and you as the <u>employee</u>.

MNTC does not discriminate against employees who use these media for lawful personal interests and affiliations or other lawful purposes.

Employees cannot use blogs or social networking sites to harass, threaten, discriminate or disparage District officials, students, employees or anyone associated with or doing business with MNTC.

Any copyrighted information where written reprint information has not been obtained in advance must be properly cited in order to give appropriate recognition to the original creator.

Bloggers and commenters are personally responsible for their commentary on social networking sites.

Teachers, instructors, directors and supervisors can have students as "friends", "fans and followers," etc., on officially registered, MNTC-approved social media accounts.

In your professional role as teacher, instructor, career director or adult development supervisor, you may not "friend" your current students on your personal Facebook account. The reason for the prohibition is to prevent student accusations of subjectivity or favored treatment in grading and disciplinary matters. The prohibition remains in effect as long as the professional role of teacher, instructor, director or supervisor continues with the students.

For employees other than teachers, instructors, directors and supervisors – because all employees are required to uphold and demonstrate professional conduct in all internal and external communications, "friending" current students on personal Facebook accounts is strongly discouraged.

Parents of students under the age of 18 must be notified, prior to any MNTC social media accounts "going live" on the internet, and informed that it will be used to openly communicate with students regarding non-private course-related matters, or to promote that class or service to the general public.

Employees cannot post District personnel, financial or copyrighted information or any information deemed privileged and/or protected under applicable Federal and state laws and regulations.

Employees cannot post on personal blogs or social networking sites photographs of other employees, clients, vendors or suppliers, nor can employees post photographs of persons engaged in District business or at   District events.

Employees cannot link from a personal blog or social networking site to MNTC's internal or external web site.

IV. COMPLAINTS, INVESTIGATIONS, VIOLATIONS, DISCIPLINE AND APPEALS
MNTC investigates and responds to all written reports of violations. Complaints, investigations, hearings and appeals will be handled in the same manner as specifically prescribed in District Policy 225 relating to Sexual Harassment, as amended from time to time. Violation of MNTC's social networking policy   shall be subject to disciplinary action including, but not limited to, reprimand, suspension, transfer, dismissal or termination.

V. ACKNOWLEDGEMENT
Employees are required to sign a written acknowledgement that they have received, read, understood and agreed to comply with the district's social networking policy and any other related policy.
 My signature below attests to the fact that I have fully read and understand this Social Networking Policy. I further understand that   violation of this policy will result in disciplinary action as described in Section IV above, up to and including termination of my employment with MNTC. In addition, any questions that I have asked, that are of concern to me regarding this policy, have been fully answered to my satisfaction.

_____

Employee Full Name (please print)   Employee Signature

_____

Date   Date

_____

Revised: 11-18-10
Adopted: 08-19-10

SOCIAL MEDIA USE

The Governing Board supports the expansion of technology systems to effectively meet student and staff needs in the 21st century. The Governing Board recognizes the value of social media and networking sites and emerging platforms for online collaboration and interaction to enhance communication; strengthen connections with students, parents/guardians, staff, and community members; and support student learning and staff development. The use of social media shall support the district's goals and focus areas and be coordinated with other district communication strategies.

(cf. 0200(a) – Goals/Focus Areas for the School District)
(cf. 1100 – Communication with the Public)
(cf. 1112 – Media Relations)
(cf. 1230 – Community Service Organizations)
(cf. 6020 – Parent Involvement)
(cf. 4131 – Staff Development)

Standards and Guidelines

The Superintendent or designee may establish standards and guidelines for the use of official district and district-sponsored social media to ensure the appropriate and responsible use of these tools and resources and compliance with law, Board policies and procedures.

(cf. 1100 – Communication with the Public)
(cf. 4040 – Employee Use of Technology)
(cf. 6020 – Parent Involvement)

Official school, district or department and district-sponsored online platform presences shall be authorized by the Superintendent or his designee.

Content

The Superintendent or his designee shall develop content guidelines for official district and district-sponsored online platform presences in accordance with the law and Board policy.

Official district and district-sponsored online platform presences shall not contain content that is obscene, libelous, slanderous, defamatory or proprietary, that constitutes bullying or that creates a clear and present danger of inciting students to commit unlawful acts, violate school rules, or substantially disrupt the school's orderly operation.

SOCIAL MEDIA USE (continued)

Appropriate Use of Social Media and Networking Sites

Users of official district and district-sponsored online platform presences, including employees, shall conduct themselves in a respectful manner and adhere to standards of civility.

All users of official district and district-sponsored online platform presences are responsible for their communications and actions.

Employees and students shall comply with all policies, procedures and practices established by the Board in connection with the use of official district and district-sponsored online platform presences. Use of online platforms in violation of the law or Board policies may result in disciplinary action.

(cf. 4040 – Employee Use of Technology)
(cf 6163.4 – Student Use of Technology)
(cf 4119.21 and 4139.21 – Code of Ethics)
(cf. 5144.1 – Suspension and Expulsion/Due Process)
(cf. 5145.2 – Freedom of Speech/Expression)

Privacy

The Superintendent or designee shall ensure that official district and district-sponsored online platform presence content protects the privacy rights of students, parents/guardians, staff, Board members, and other individuals, as required by law.

(cf. 1340 – Access to District Records)
(cf. 4119.23/4219.23/4319.23 – Unauthorized Release of Confidential/Privileged Information)
(cf. 5022 – Student and Family Privacy Rights)
(cf. 5125 – Student Records)

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

(cf. 4119.23 – Unauthorized Release of Confidential/Privileged Information)
(cf. 5125 – Student Records: Confidentiality)

Phone numbers, home addresses, and/or email addresses of students and/or staff shall not be posted online without prior permission.

(cf. 5125.1 – Release of Directory Information)

SOCIAL MEDIA USE (continued)

Because of the wide accessibility of the Internet and potential risk to students, photographs and/or video of individual students shall not be published with names or other personally identifiable information without the permission of the students' parent/guardian. Photographs and/or video of groups of students at a school activity or event may be posted without parent/guardian permission, provided that individual students are not identifiable and students' names are not included.

Legal Reference:
EDUCATION CODE
48907 Exercise of free expression; rules and regulations
49073 Release of directory information
GOVERNMENT CODE
6254.21 Publishing addresses and phone numbers of officials
UNITED STATES CODE, TITLE 17
101-1101 Federal copyright law
UNITED STATES CODE, TITLE 20
1232g Federal Family Educational Rights and Privacy Act (FERPA)
UNITED STATES CODE, TITLE 29
157 Employee Rights to engage in concerted, protected activity
CODE OF FEDERAL REGULATIONS, TITLE 16
312.1-312.12 Children's Online Privacy
CODE OF FEDERAL REGULATIONS, TITLE 34
99.1-99.67 Family Educational Rights and Privacy

SOCIAL MEDIA USE

The district encourages students and employees who use online platforms, including but not limited to social media and networking sites, for official district, district-sponsored, and district-related purposes to do so solely to support the district's educational mission, and in a manner consistent with applicable law and Board policy and administrative regulation. The district further encourages students and employees to follow district guidelines for communications and the appropriate use of technology.

Roles and Responsibilities

Official district or district-sponsored presences on any online platform shall be authorized by the Superintendent or designee. The district reserves the right to determine official district or district-sponsored online platform presence content.

Teachers shall obtain approval from their site administrator before creating a presence on any social media platform deployed on the district's internet domain.

All district employees shall receive information about the appropriate use of online platforms, including information on how to utilize the site's security settings.

Department and site administrators shall assign staff member(s) to regularly monitor the content of official district or district-sponsored online platform presences.

Content

The content of all official district or district-sponsored online platform presences shall be limited to current and useful information regarding the district's official and/or sponsored educational programs, activities and operations. Such content shall support the educational mission of the district and be appropriate for all audiences. Official district and district-sponsored online platform presences shall not post, display, or otherwise communicate content not expressly authorized by these guidelines.

(cf. 4119.25 – Political Activities of Employees)

Social media and online platforms may not contain content that is obscene, libelous, slanderous, defamatory, proprietary, or which creates a clear and present danger of inciting students to commit unlawful acts, violate school rules, or substantially disrupt the school's orderly operation.

The posting on official district or district-sponsored online platform presences of links to other online platforms or social media sites is permissible if the linked sites' content is of an academic nature, support the district's educational mission, and are consistent with the district's policies and regulations. The district is not responsible for the content of external online platforms.

SOCIAL MEDIA USE (continued)

All official district and district-sponsored presences on online platforms are nonpublic forums. The district reserves the right to remove from such online platform presences any content.

The Superintendent or designee shall monitor official district and district-sponsored presences for compliance with copyright laws. If copyrighted material is posted, credit to the original producer of the material must be included, noting how and when permission to post the material was granted.

(cf. 4132/4232/4332 – Publication or Creation of Materials)
(cf. 6162.6 – Use of Copyrighted Materials)

District-related community organizations, including booster clubs and parent-teacher associations, are encouraged to adhere to the district's policies and guidelines when establishing an online platform presence.

(cf. 1230 – Community Service Organizations)
(cf. 6020 – Parent Involvement)

The use of district or school logos requires the express permission of the Superintendent or designee.

Appropriate Use of Social Media

All individuals who access, or post content to, official district or district-sponsored online platforms shall:

1. Adhere to all district policies and procedures and school rules and regulations.

2. When appropriate, identify the name and district title of the school, administrator, department, organization or employee that is responsible for posting and monitoring online content.

3. When appropriate, identify themselves by name and district title, and include a disclaimer stating that the views and opinions expressed are theirs alone and do not necessarily represent those of the district or school.

4. Ensure the factual accuracy of content.

5. Keep content current and respond to comments in a timely fashion.

6. Communicate with others in a respectful, courteous and professional manner.

SOCIAL MEDIA USE (continued)

7. Avoid communications that contain any form of bullying, intimidation or harassment.

8. Immediately report online platform communications that violate these guidelines to his or her supervisor.

District employees and students are encouraged to follow these guidelines in connection with communications posted on, or via, district-related online platform presences. No one may use district online platform presences to provide access to a personal online platform, or to promote or advertise personal events, commercial activities or enterprises, except as permitted by this regulation.

(cf. 1100 – Communication with the Public)
(cf. 4158 – Employee Protection and Safety)
(cf. 4040 – Employee Use of Technology)
(cf. 6163.4 – Student Use of Technology)

Use of official district or district-sponsored online platform presences in violation of this administrative regulation may result in disciplinary actions, up to and including termination of employment, expulsion, and/or referral to the appropriate law enforcement agencies.   The district may suspend or terminate user rights for individuals who violate district standards.

The district encourages users of online platforms, including district employees and students, to be aware of the public nature and accessibility of such electronic postings, messages, and displays, and to adhere to standards of civility. District employees and students are responsible for posting, displaying and/or sending communications that violate applicable laws, including Board policies, via, or on, district-related online platform presences, and presences that are not official district, district-sponsored, or district-related sites.

(cf. 4119.21 and 4139.21 – Code of Ethics)
(cf. 5144.1 – Suspension and Expulsion/Due Process)

Definitions

1. An "official district" or "district-sponsored" online purpose or online platform presence is one that is authorized by the Superintendent or designee. For example, a school Facebook site authorized by that site's principal (who is also the Superintendent's designee) is a "district-sponsored" online platform presence.

SOCIAL MEDIA USE (continued)

2. A "district-related" online purpose or online platform presence is neither district sponsored nor authorized as an official district or district-sponsored purpose or online platform presence, but contains content directly regarding district operations and business. Examples of a "district-related" purpose or online platform presence include a district employee's or student's online displays, posts or communications directly regarding district operations and business. Other examples may include a teacher's Facebook page used to disseminate class information, such as homework assignments, or a coach's Twitter regarding upcoming games.

3. Social media is defined as any online platform for collaboration or interaction including but not limited to social networking sites (e.g., Facebook, LinkedIn, etc.), blogs, micro blogs (e.g., Twitter), wikis, document management (e.g., Google Docs), multimedia sharing (e.g., LastFM, Flickr, Photobucket, YouTube, Vimeo, etc.), and reviews (epinions, Yelp, etc).

4. An "online platform" is a website or electronic communication network where users can publicly or privately send or display communications to others. Online platforms include Facebook, Twitter, YouTube, and Myspace.

5. An "online platform presence" is the establishment and use of an account with, or posting or sending of communications and/or otherwise interacting on, a website or electronic communication network, including social networking sites.