

SECTION: COMMUNITY

TITLE: SOCIAL MEDIA

ADOPTED: JUNE 26, 2012

REVISED:

RADNOR TOWNSHIP SCHOOL DISTRICT

911.1 SOCIAL MEDIA	
1. Purpose	<p>Radnor Township School District will use social media as a strategic and carefully monitored communications device to further inform district stakeholders about district happenings, newsworthy items, and other pertinent information. The Board recognizes the need to establish regulations for the district’s use of social media that are consistent with the educational mission of the district.</p>
2. Definitions	<p><i>Social Media</i> is defined as a broad scope of online communication channels and tools that allow for and/or facilitate various means of interaction, communications and information sharing, such as:</p> <ul style="list-style-type: none"> • Blogs • Microblogs (Twitter, Tumblr) • Social networking websites (Facebook, MySpace) • Media repositories (YouTube, Instagram, Pinterest) • Professional networking websites (LinkedIn) <p><i>District-sponsored Social Media Accounts</i> – Social media accounts that are created and maintained by the district for purposes of promoting the district’s public relations objectives.</p> <p><i>Social Media Administrator(s) (SMA)</i> - The district representative(s) who creates, authorizes, and manages content for the district’s social media accounts.</p> <p><i>Content</i> is defined as any and all news items, photographs, announcements, etc. that are published on the district’s social media accounts.</p>
3. Guidelines	<p>The district superintendent will designate an SMA, who will be responsible for maintaining and monitoring the district-sponsored social media accounts. The SMA will develop style and content guidelines in accordance with the district’s policies. The SMA will also develop procedures for the placement and removal of such material. The SMA reserves the right to determine what content is appropriate for publication to district-sponsored social media accounts. The SMA can choose to decline to publish content or remove any content, including user comments, at any time, for any reason.</p> <p>All official district and school material posted to district-sponsored social media</p>

<p>Pol: 815</p>	<p>accounts must be approved through a process established by the SMA. The district's procedures may require approval of district-sponsored social media material at either the district or school level.</p> <p>District employees' personal use of online social media on the district's network is governed by the terms of the district's Acceptable Use Policy. Employees are prohibited from using district property for personal use, except to the extent that incidental personal use of the district's technological resources is permitted under the terms of the district's Acceptable Use Policy. Any such incidental personal use must comply with the terms of all applicable policies, as well as all applicable laws and regulations. Violations of the district policies could lead to disciplinary action or termination.</p>
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