

DISTRICT USE OF SOCIAL MEDIA

821.5

The official District website serves as the primary authorized Internet-based presence of the District for the electronic posting and provision of public information about the District.

As a secondary resource for electronically providing routine public information about the District, the Superintendent or his/her designee may approve the establishment of one or more District accounts through third-party electronic social media applications. There is one official District social media account. Any class, organization, club, athletic team etc... with a coach or advisor who wishes to establish a social media account for their organization must gain advanced approval from their administrative supervisor who will involve any other district staff who need to be involved in the decision. Any such account(s) shall be maintained in a manner consistent with the following requirements, as well as any other standards or rules that the Superintendent or his/her designee may establish:

1. The primary purpose of any District social media account established pursuant to this policy shall be the communication of information from and about the District to school families and the larger community, including communications issued for public relations purposes. Accordingly, any District social media account that may be established shall not serve as a public forum or limited or designated forum for the expression or posting of opinions, concerns, beliefs or other information.
2. The non-school events, activities, or accomplishments of third-party groups or organizations that are not organized primarily to support a school-related purpose shall not be advertised or promoted through any District social media account(s).
3. When establishing a District-sponsored social media account(s) for public communications, consideration shall be given to the accessibility of the social media account to individuals with disabilities.
4. The District's social media account(s) for public communications shall include the display of the District's name; and, where technologically feasible, the

main account page or specific communications sent through the account shall include the URL of the official District website and the telephone number of the main administrative office of the District.

5. When providing information through any District-sponsored social media account held on a third-party electronic social media application, the employee responsible for managing the account is encouraged to consider whether it is practical to use the social media account to redirect users who are seeking information to the official District website (e.g., using an electronic link) in order to obtain that information.
6. To the extent consistent with the District's policies and notices regarding student directory data and other student records, pictures of individually-identifiable students engaged in school-related activities may be posted or displayed through a District-sponsored social media account unless their parent has withheld permission for photographing the student. The full, combined first and last names of students will generally be withheld except for cases of notable recognition or award.
7. The District's social media account(s) for public communications shall not make use of any private or closed networks or groups. Any member of the public interested in accessing the information the District provides through its public information social media account(s) shall be permitted to have such access.
8. A District-sponsored social media account established through this policy shall not be relied upon to establish compliance with the requirements for giving public notice of Board meetings or the meetings of other governmental bodies that fall under the purview of the Board or District.
9. Prior to approving the establishment and use of any District-sponsored electronic social media account under this policy, there shall be a plan in place for managing the records created or maintained through the account.

Except for District-sponsored social media accounts that have been approved pursuant to this policy, no District employee, member of the Board, or other

person acting as an agent of the District shall establish any account, site, page, blog or other similar presence on a third-party website or on any other third-party electronic social media application that purports to represent, or that a member of the public would be likely to reasonably believe represents (e.g., due to the manner in which information is presented), an official or authorized account, site, page, blog or other similar presence of the full Board, the District, any District school, or any District-sponsored program or activity (e.g., athletic teams, classes, clubs).

This policy is not intended to address the use of the District's internal technology networks and email system, the District's password-based electronic student information system, the instructional use of the Internet, or the use of specific websites or applications for direct instructional or other internal purposes (e.g., staff development). Those issues are governed by separate policies, rules and/or administrative directives.

Legal References:

Wisconsin Statutes

[Sections 19.31 to 19.37](#) [Wisconsin Public Records Law]
[Section 118.125](#) [confidentiality of student records; disclosure of directory data]

Federal Laws

[Americans with Disabilities Act](#) [disability discrimination; reasonable accommodations and civil rights protections for individuals with disabilities]
[Section 504 of the Rehabilitation Act](#) [disability discrimination; reasonable accommodations]

Adopted: **03/28/22**