

## South Adams Social Media Vision 2023-2024

South Adams Schools will use social media as a one-way communication tool to make announcements, promote activities, and to recognize the accomplishments of students and staff. Staff members may also use social media for professional growth.

### South Adams Staff Social Media Request

Employee Name:

Social Media Tool(s) Requesting to Use:

Purpose of school account:

Audience Targeted:

I have read the following guidelines, along with School Board Policy 7540, and agree to abide by all terms. I understand I must wait to create a school social media account until my request is approved.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

#### Summary of Social Media Guidelines

1. The superintendent/designee must approve each social media site, in advance, and be provided the address, login, and password once the account has been created. **Employee must use their school email address to create the account once the request has been approved. No personal email accounts should be used to create a school social media account.**
2. All school social media sites are the property of South Adams Schools and shall remain under the exclusive control of the school's administration. No staff member has any right or expectation of ownership, control, and/or privacy in any school social media site.
3. Whenever appropriate, content posted to school social media sites will also be available on the school's official website, and social media sites should contain links directing users back to the school's official website.
4. School social media sites are subject to Indiana public records laws. Content removed from the school social media sites must be retained, including the time, date, and identity of the poster (author).
5. A successful school social media site requires careful and consistent monitoring. The staff member designated to be responsible for the content and upkeep of the site should review the site daily when school is in session.
6. The ability for users or visitors to post photos or comment on a school social media site must be turned off. **If the platform does not provide a way to turn comments off, the individual should not reply or comment to viewer statements. Viewer comments should not be deleted without direction from SA Administration.**

7. School social media sites should not “follow” or “friend” others and definitely are prohibited from following students or individual’s personal (non-educational) accounts. Exceptions must receive prior written approval from the superintendent/designee.
8. **Parent permission must be obtained before posting a student’s photo, voice, information, and/or student work via social media. Student information shall be limited to directory information that the school has permission to display. A classroom signed consent form must be collected from parents and kept on file by the individual named on this form.**
9. All content of school social media sites must be respectful and be a positive representation of South Adams Schools
10. Social Media sites cannot be a mandated part of the class curriculum. Students will not be allowed to access social media sites via the school’s network or student device.
11. **Content must not violate copyright laws.**
12. **It is the responsibility of the individual named and signed on this form to keep the login information secure. A student should NEVER have the login information or post under the staff member’s account. If the social media login information is shared with a designated assistant (i.e. SA paid or volunteer coach), the designee must be listed below. Parents are not permitted to be assigned as a designee.**
13. **Additional social media accounts desired in the future not listed on this form must be approved in writing before creating the account.**

Designee assigned to social media account(s):

Name:

Position:

Signature:

## South Adams Employee Social Media Access Approval

I, Superintendent of South Adams Schools, authorize employee \_\_\_\_\_, access to the following sites, per School Board Policy 7540. Access to these sites through the school’s network using a school device is intended for school related purposes only and the employee is expected to follow the school’s Social Media and Acceptable Use policies.

Superintendent Name: Michelle Clouser Penrod

Superintendent Signature: \_\_\_\_\_

Updated March 2023

**Social Media Follow-Up**  
**Account Login Information**

Platform #1 (i.e. Facebook):

URL link:

User login:

User password:

Platform #2:

URL link:

User login:

User password:

Platform #3:

URL link:

User login:

User password:

Platform #4:

URL link:

User login:

User password: